

STATE OF MISSOURI  
FIRST BIENNIAL REPORT  
*of the*  
DEPARTMENT OF BUSINESS AND ADMINISTRATION

Transmitted to the Governor  
*and*  
The Sixty-fifth General Assembly

DIVISION OF RESOURCES  
AND DEVELOPMENT

Covering the Period  
July 1, 1946 to June 30, 1948



RESOURCES AND DEVELOPMENT COMMISSION

GEO. D. CLAYTON, JR., *Chairman*  
D. W. SNYDER, JR., *Vice-Chairman*

LOUIS H. BREUER

PRESTON N. COOK

W. F. ENRIGHT

DR. HERMAN M. HAAG

UEL W. LAMKIN

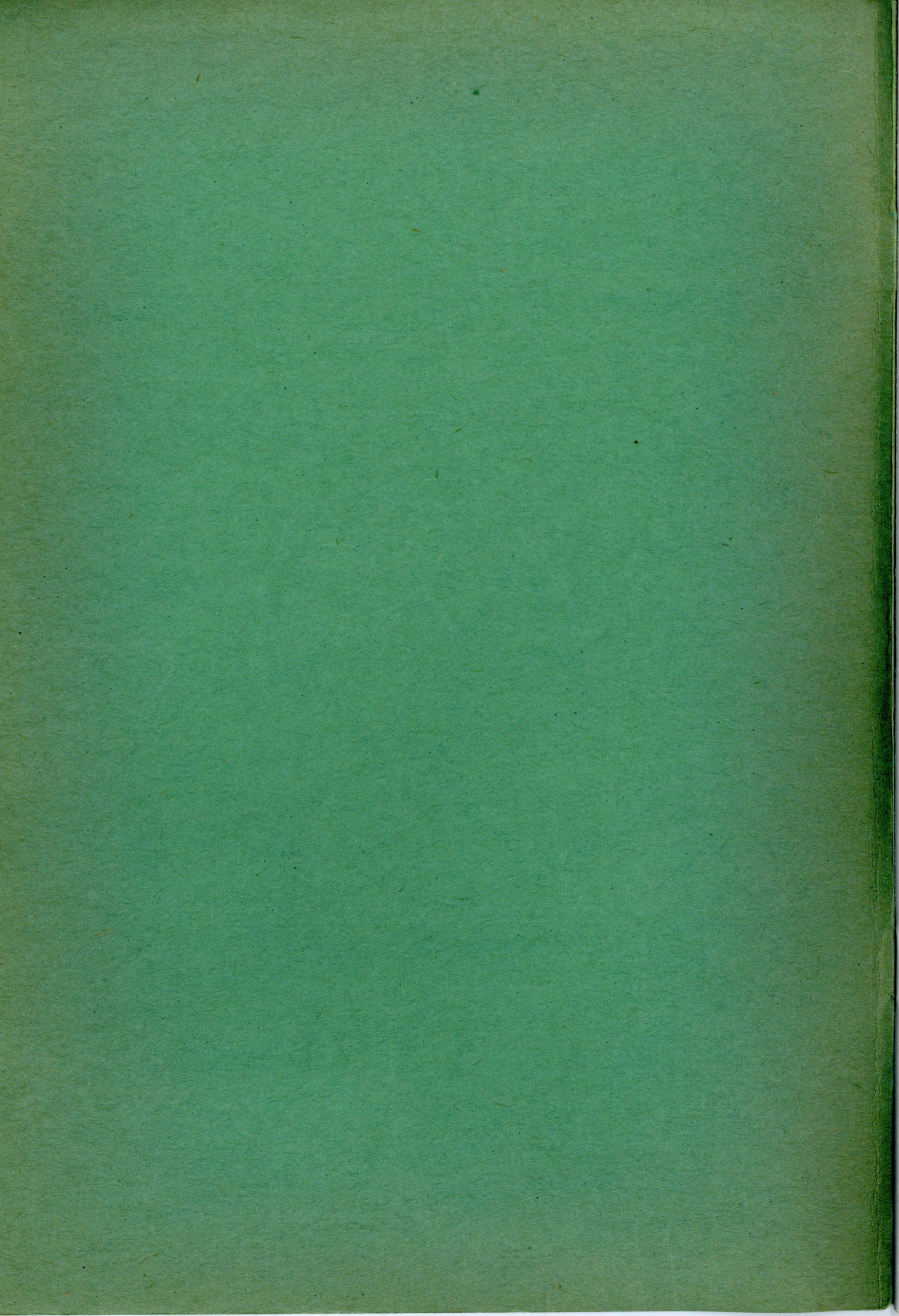
M. R. ROWLAND

GEORGE C. SMITH

HERMAN L. TRABER

H. H. MOBLEY, *Director*





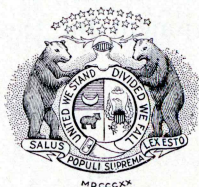


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HERMAN L. TRABER

H. H. MOBLEY, *Director*



## LETTER OF TRANSMITTAL

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August 20, 1948.

Mr. Bert Cooper, Director  
Department of Business and Administration

Dear Mr. Cooper:

I herewith transmit a summary of the work of the Division of Resources and Development for the period July 1, 1946, to June 30, 1948.

H. H. MOBLEY,  
Director



## RESOURCES AND DEVELOPMENT COMMISSION COMMITTEES

---

### Executive Committee

GEO. D. CLAYTON, JR.  
*Chairman*  
Hannibal

D. W. SNYDER, JR.  
*Vice-Chairman*  
Jefferson City

### Finance Committee

W. F. ENRIGHT  
*Chairman*, St. Joseph

P. N. COOK  
Monett

### Aviation Committee

UEL W. LAMKIN, *Chairman*  
Maryville

GEORGE C. SMITH  
St. Louis

GEO. D. CLAYTON, JR.  
Hannibal

### Industrial Development Committee

D. W. SNYDER, JR., *Chairman*  
Jefferson City

GEORGE C. SMITH  
St. Louis

M. R. ROWLAND  
Caruthersville

HERMAN L. TRABER  
Kansas City

### Museum Committee

DR. H. M. HAAG, *Chairman*  
Columbia

UEL W. LAMKIN  
Maryville

D. W. SNYDER, JR.  
Jefferson City

### Recreation Committee

P. N. COOK, *Chairman*  
Monett

W. F. ENRIGHT  
St. Joseph

LOUIS H. BREUER  
Rolla

### Water Committee

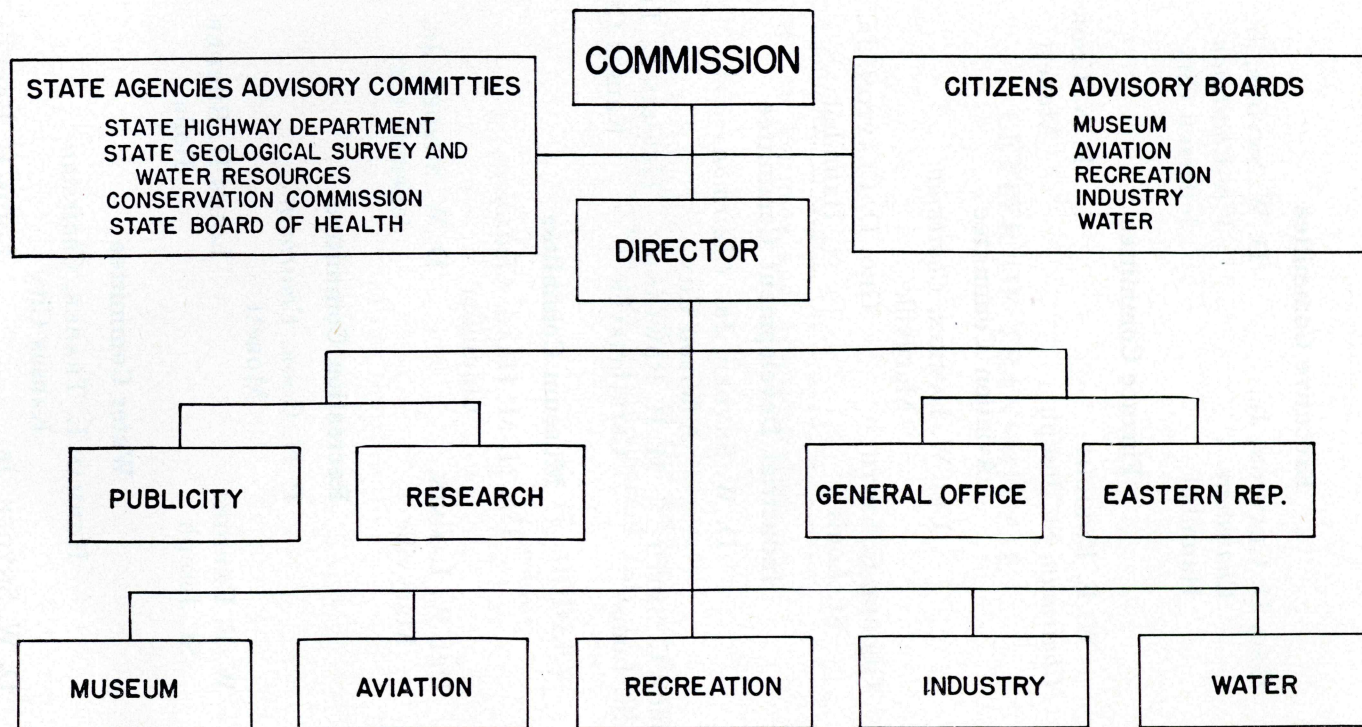
HERMAN L. TRABER, *Chairman*  
Kansas City

D. W. SNYDER, JR.  
Jefferson City

LOUIS H. BREUER  
Rolla



**ORGANIZATION CHART**  
**DIVISION OF RESOURCES AND DEVELOPMENT**  
**JUNE 30, 1948**





## **OPERATION OF COMMISSION**

This is the third report on the activities of the Commission of Resources and Development, but the first on the work of the Division of Resources and Development. The first two reports, for the periods from Nov. 22, 1943 to Dec. 31, 1944, and from Jan. 1, 1945 to June 30, 1946, concerned the Department of Resources and Development.

With the new state constitution, adopted by the citizens of Missouri in 1945, going into force on July 1, 1946, the Department of Resources and Development became the Division of Resources and Development in the Department of Business and Administration. Membership of the Commission on July 1, 1946, was as follows: Geo. D. Clayton, Jr., Hannibal, chairman; D. W. Snyder, Jr., Jefferson City, vice-chairman; and Louis H. Breuer, Rolla; Bert H. Cooper, Maryville; W. F. Enright, St. Joseph; Allen P. Green, Jr., Mexico; W. P. Keltner, Springfield; M. R. Rowland, Caruthersville; George C. Smith, St. Louis; and Herman L. Traber, Kansas City, members of the Commission.

Upon expiration of the terms of Messers. Cooper, Green and Keltner, three replacements were named to the Commission by Governor Donnelly on Jan. 19, 1948: Preston N. Cook, Monett; Dr. Herman M. Haag, Columbia; and Uel W. Lamkin, Maryville. During the biennium covered by this report the Commission met in various towns and cities of the state, formulating the policies of the Division that have guided its administration.

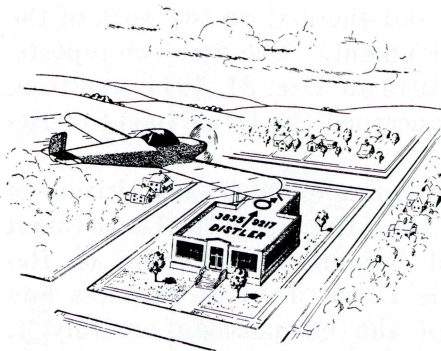
On the resignation of Hugh Denney as director, on Nov. 20, 1947, the Commission named H. H. Mobley acting director and on April 16, 1948, Mr. Mobley was named director.

### **Organization Plan of the Commission and State Division of Resources and Development**

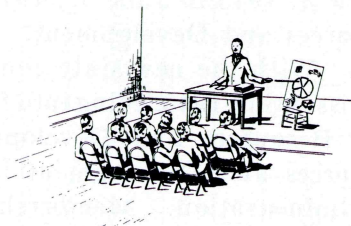
The Commission consists of a ten-man bi-partisan board with a chairman and vice-chairman. The membership is selected both on a geographical basis and representation of various fields of interest.

The present Commission consists of representation from Hannibal, Maryville, St. Joseph, Columbia, Jefferson City, Kansas City, St. Louis, Rolla, Monett and Caruthersville. The various fields represented are banker, research director, insurance man, chamber of commerce president, railroad executive, utilities company president, attorney, college president emeritus and park commissioner.

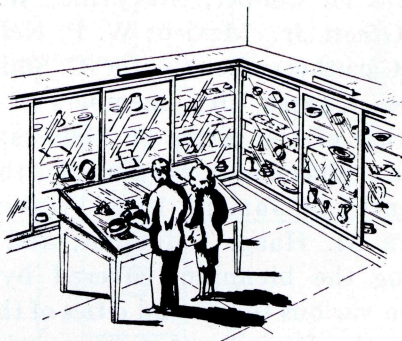




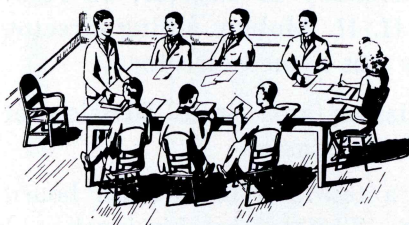
AVIATION DEVELOPMENT



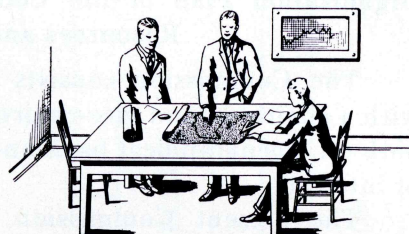
INDUSTRIAL DEVELOPMENT



MUSEUM MANAGEMENT



RECREATIONAL DEVELOPMENT

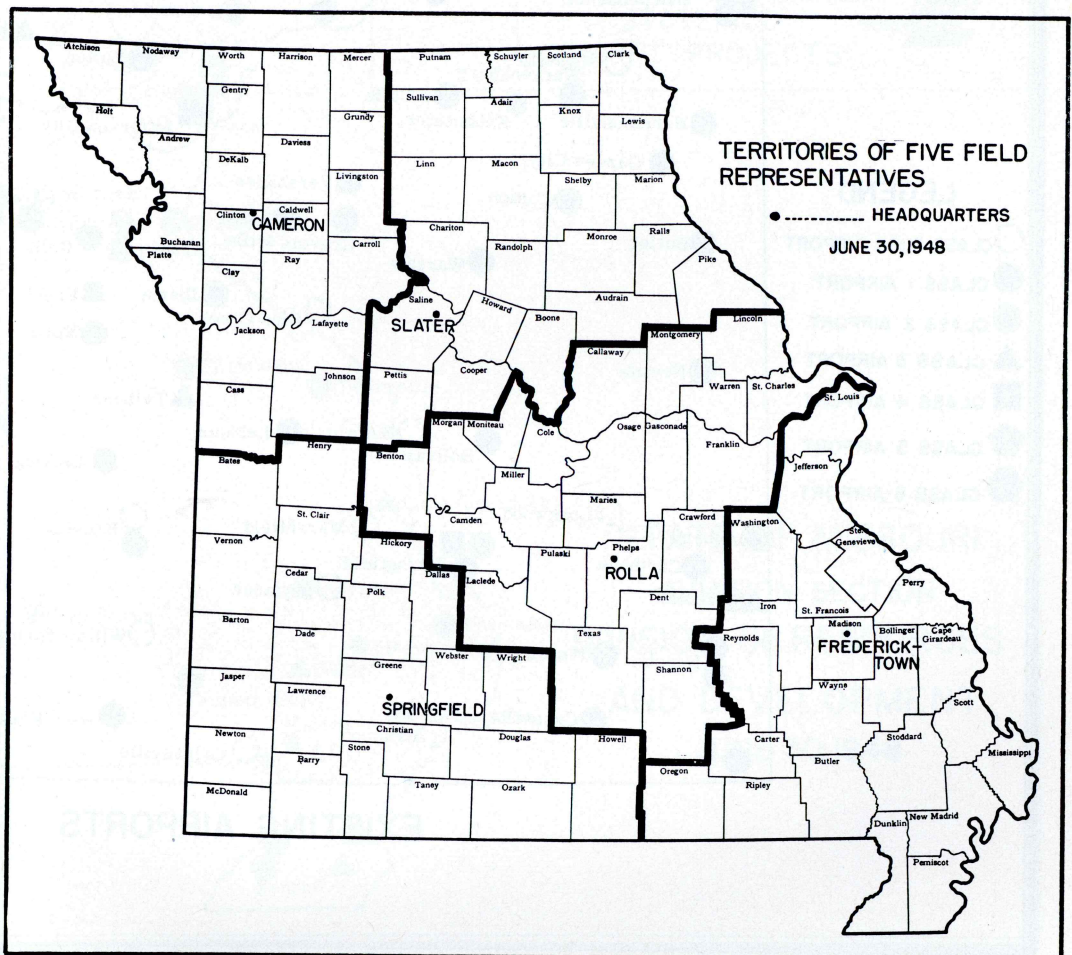


WATER RESOURCES AND FLOOD CONTROL

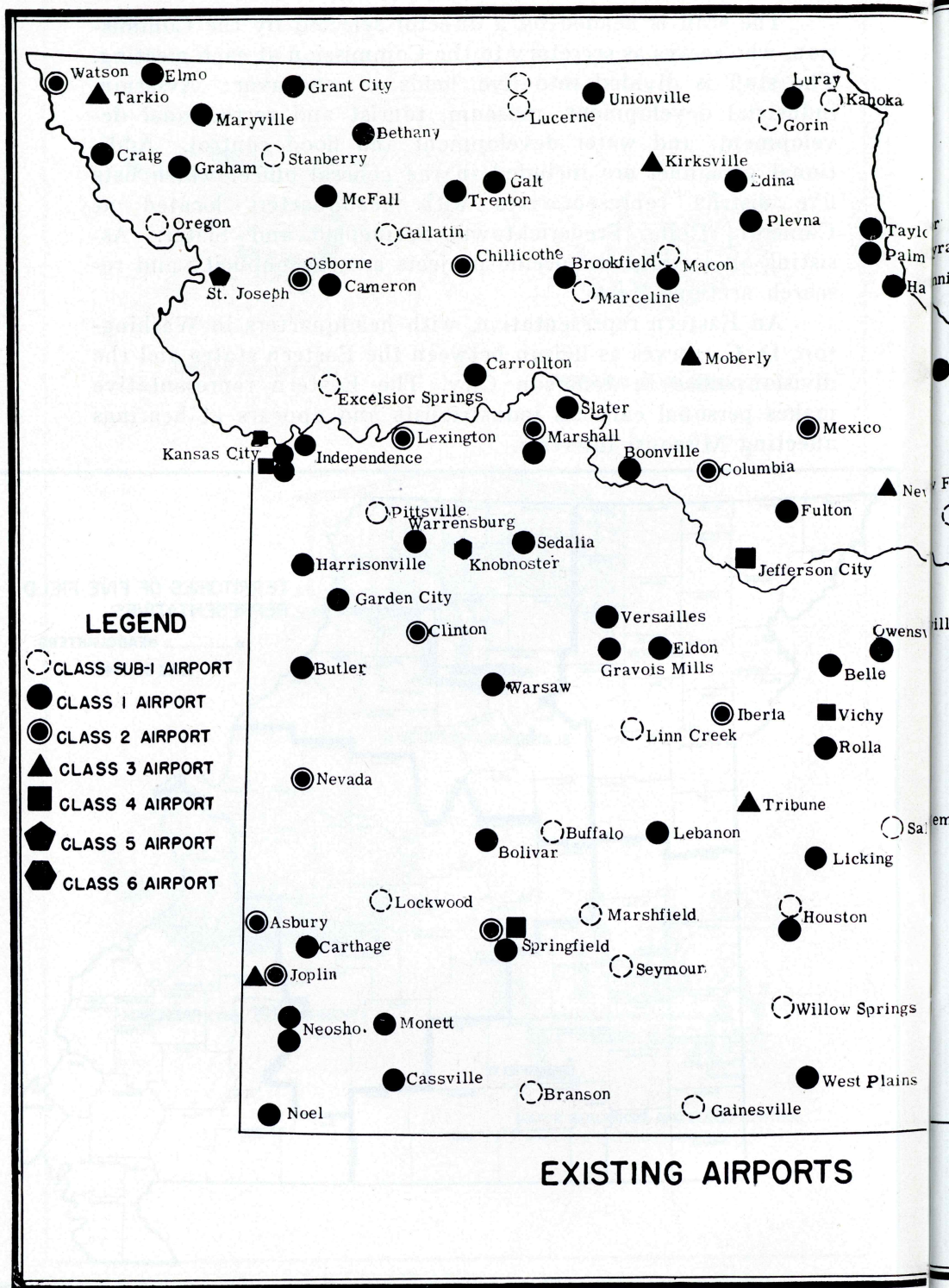


The staff is headed by a director selected by the Commission, who serves as secretary to the Commission at each meeting. The staff is divided into five fields of endeavor: Aviation, industrial development, museum, tourist and recreational development, and water development and flood control. Additional personnel are included in the general office, which lists five district representatives with headquarters located at Cameron, Rolla, Fredericktown, Springfield and Slater. Assisting all sections in specific projects are the publicity and research sections.

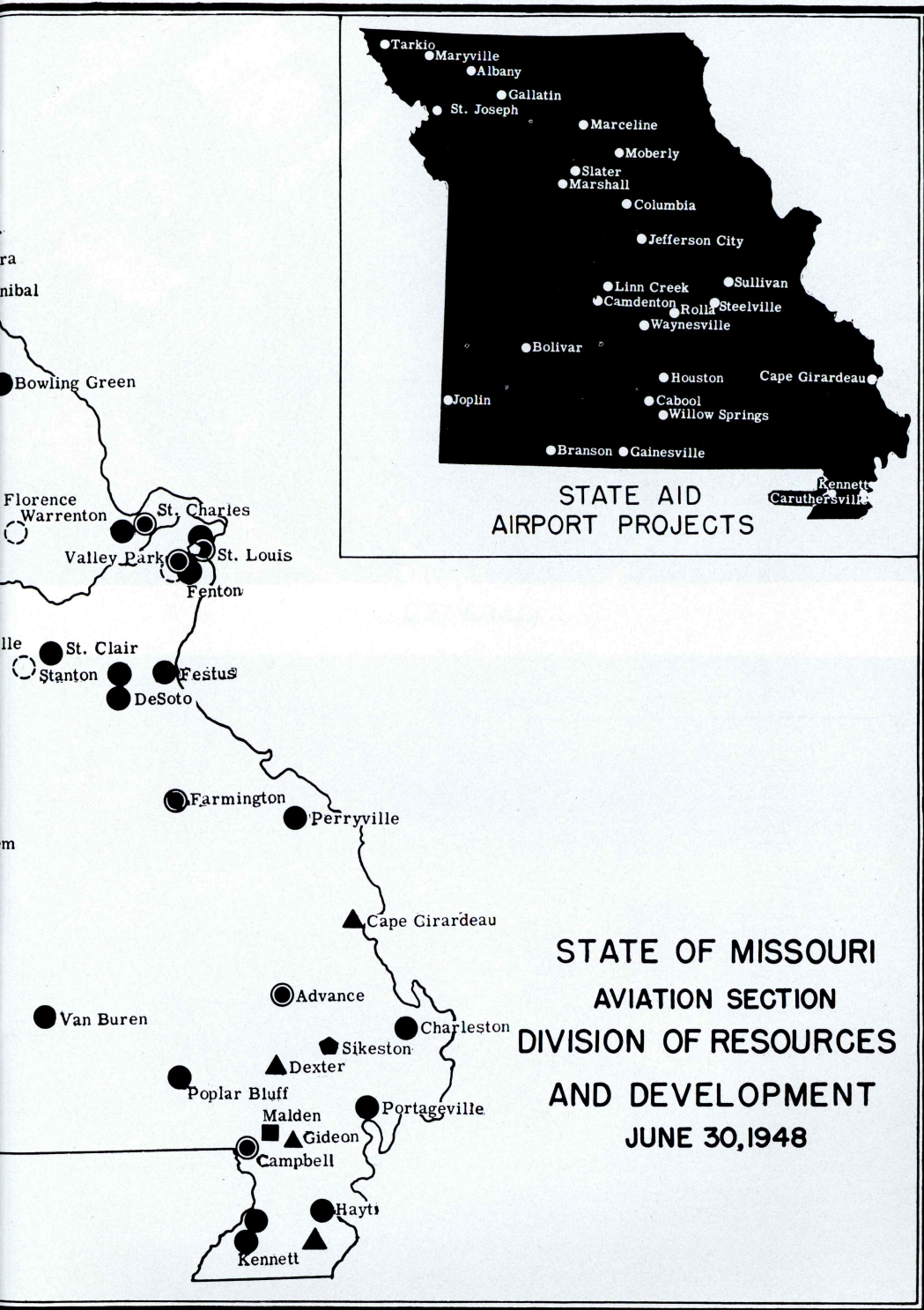
An Eastern representative, with headquarters in Washington, D. C., serves as liaison between the Eastern states and the division office in Jefferson City. The Eastern representative makes personal calls on industrialists and appears at hearings affecting Missouri interests.







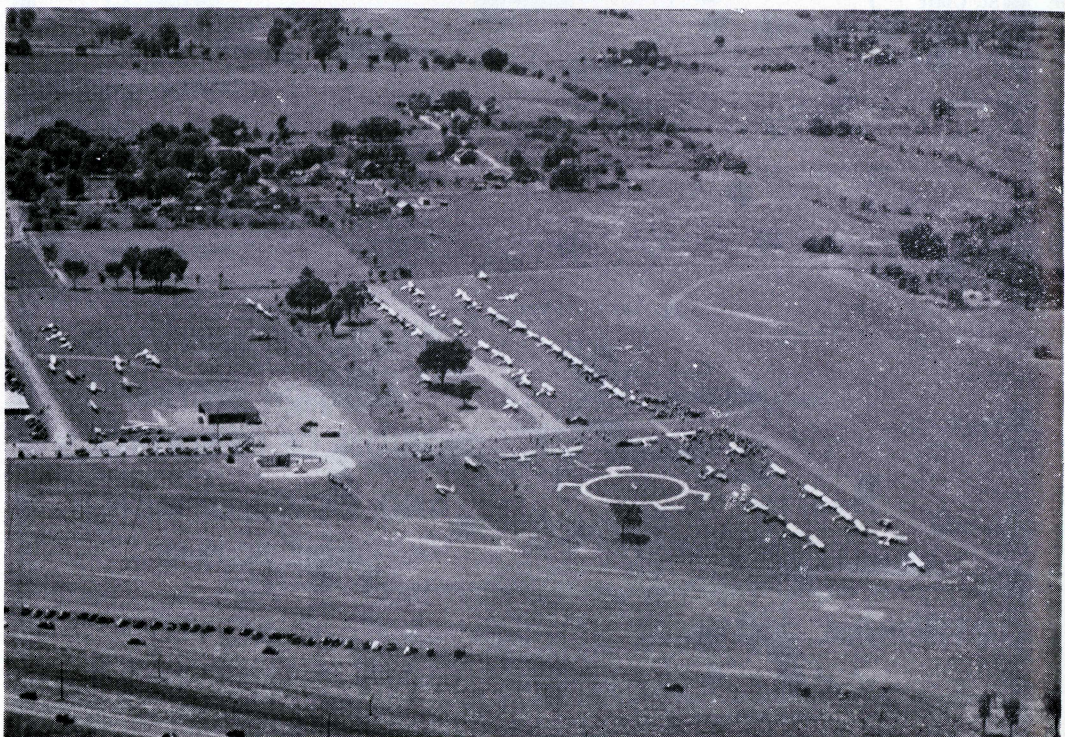








Approved Airmarker



Large Number of Personal Type Planes on Field near Lake of Ozarks



## **AVIATION SECTION**

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### **Citizens Aviation Advisory Board**

Lt. Col. L. W. Greene, Kansas City, Missouri  
James C. Johnson, Springfield, Missouri  
Oliver L. Parks, East St. Louis, Illinois  
Joseph L. Matthews, Sikeston, Missouri  
Dr. W. A. Jones, Kirksville, Missouri  
Russell Cantwell, Springfield, Missouri  
Kenneth E. Newland, Columbia, Missouri  
M. Nanson Whitehead, St. Louis, Missouri  
G. Richard Challinor, Kansas City, Missouri  
Edgar F. Smith, Jr., Kansas City 6, Missouri  
J. Woodrow Thomas, Kansas City, Missouri  
A. Paul Vance, St. Louis, Missouri  
Col. Hugh H. Waggoner, Jefferson City, Missouri  
W. W. Hieberger, Hannibal, Missouri

### **GENERAL**

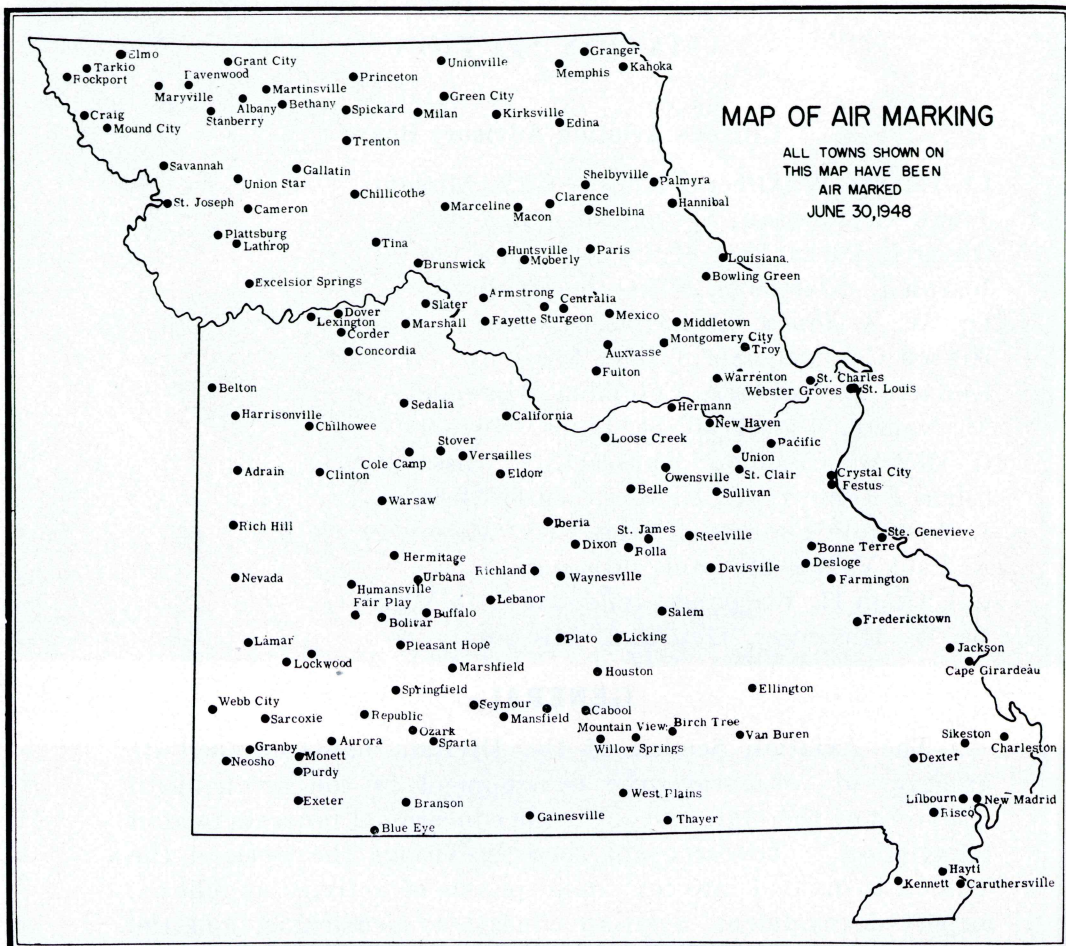
The Aviation Section of the Division has continued its program to "encourage the development of the aeronautical resources of the state and aid in an educational program related to aviation." To carry out these provisions the work of the Section is divided into four main phases of activity as follows: airport development, aviation education, airmarking, and the collection and dissemination of aviation information.

### **AIRPORT DEVELOPMENT**

State participation in airport development in Missouri was initiated with the passage of House Bill No. 192, known as the Memorial Airfield Act, whereby cities, towns, and counties are eligible for a \$10,000 grant of State funds for airport purposes on a matching basis. This State grant, coupled with additional Federal grants for airport development in Missouri, is making it possible for many medium-sized communities to build public airport facilities.

The place of the airport in a well-rounded community development program has grown to one of considerable importance, and to date 26 communities have been approved for State funds. About three-fourths of these projects are under con-





struction at the present time, and several communities are planning to join the program in the near future.

As is the case with any new legislation, much new procedure and many new forms had to be designed by the Division of Resources and Development in order that the proper orderly and efficient administration of the Act could be carried on. The culmination of effort toward organization of the procedure to be followed in applying for State aid for airports was the publication of a "Manual for Sponsors of Memorial Airfields" which contains specimens of all the necessary forms and explains in detail the exact procedure a sponsor must follow from beginning to end.

A tabulation of the projects, the amount of State aid appropriated, and the federal aid on each airport is shown in the order that the projects were approved.



TABULATION OF AIRPORT PROJECTS IN MISSOURI

City	Local Funds	State Funds	Federal Funds
Bolivar.....	\$10,000	\$10,000	\$20,000
Columbia.....	15,000	10,000	25,000
Jefferson City.....	115,000	10,000	125,000
Joplin.....	234,958	10,000	225,000
Marceline.....	10,000	10,000	14,500
Marshall.....	85,000	10,000	50,000
Slater.....	11,808	10,000	22,750
Sullivan.....	20,000	10,000	22,375
Tarkio.....	10,000	10,000	20,000
Albany.....	25,000	10,000	18,500
Branson.....	10,000	10,000	13,655
Maryville.....	15,000	10,000	25,000
Caruthersville.....	40,000	10,000	30,950
Houston.....	7,500	7,500	11,617
Gainesville.....	4,650	4,650	None
Moberly.....	7,510.50	7,510.50	15,020
Steelville.....	5,000	5,000	7,780
Waynesville.....	25,000	10,000	29,477
Willow Springs.....	8,000	8,000	13,000
Cabool.....	10,000	10,000	14,950
Cape Girardeau.....	115,000	10,000	67,565
Rolla.....	10,000	10,000	20,000
Kennett.....	10,000	10,000	34,000
Camdenton.....	10,000	10,000	14,900
St. Joseph.....	300,000	10,000	200,000
Gallatin.....	8,000	8,000	13,000
Linn Creek.....	10,000	10,000	14,100
Nevada.....	20,000	Pending	25,000
Dexter.....	10,000	Pending	

The Federal Government, through the Civil Aeronautics Administration, has made tentative allocations to several other communities, because of their plans to initiate airport projects. However, no local funds have been secured, which is necessary before they can receive consideration for State funds.

The work of airport development has included numerous conferences with the Civil Aeronautics Administration and many communities. Much time and effort have been spent by the representatives of the Aviation Section in conferences with aviation interests from all sections of the State. Proposed airport sites have been inspected and investigations of the economic aspects of locating airports at various locations have been made to the limit of the personnel available. Much work remains to be accomplished in the development of a sound plan for the location of airports in Missouri.



## AVIATION EDUCATION

House Bill 502, Section 7 (g), states that the Division of Resources and Development shall "aid in an educational program related to aviation."

Following the recommendations of the Department of Education's Bulletin "Air Age Education in Missouri Public Schools" and with the assistance of the Aviation Education Branch of the Civil Aeronautics Administration, the Aviation Section made plans for activity encouraging an educational program related to aviation. The plans and objectives were outlined in a bulletin "Missouri's Air Age Education Program" published in 1946. The program was planned to encourage and aid Missouri's State Colleges to sponsor short courses, institutes, and workshops. These were to familiarize the public school teacher and student teacher with the possibilities of correlating aviation information and facts into their teaching of all subjects and at all grade levels. It was planned to show that aviation can be used to motivate learning if the teacher is familiar with aviation facts.

A large collection of aviation texts, literature, pictures, maps, charts, films, and training aids has been made. Also regular texts that show aviation correlation and other regular teaching materials that point out the implications of the Air Age have been collected. All this material is taken out on tours to the colleges for use in conjunction with the summer programs. This material is set up in a room at the college and called the "Air Center." Lectures and demonstrations are given in this room and usually the work is done in connection with the college education methods classes. Movies are shown at night. Airport tours are made to the local airports and nearby large terminal airports.

This program has resulted in a higher level of air consciousness by the general public. It has stimulated interest in aviation among the educators of the State. Much publicity favorable to aviation has resulted from the five-day programs conducted each summer in the five State Colleges and the University of Missouri during 1947 and 1948.

The Aviation Section has developed several pieces of material designed to help the teacher in this program. They have been distributed free to teachers requesting them. Several thousand pieces of this material and other material furnished by aviation industry have been distributed to Missouri teachers.

Over seven hundred education students were persuaded to take airplane rides in 1947. It was their first airplane ride for eighty per cent of the participants. Over two hundred rides have resulted to date from the 1948 program. Sixty per cent of them were taking their first plane ride.

In addition to the programs held in the colleges other activities have been conducted in connection with the district and State Teachers Associations, individual schools, civic organizations, aviation industry, the Missouri State Fair, and city recreational organizations. During the two years a total of 172 education lectures were delivered to over 9000 people.

A listing of training aids and films for the use of aviation ground school instructors was made and circulated.

Regular contributions on Air Age education are made to the Aviation Newsletter, articles have been contributed to state and national educational publications on Missouri's Air Age Education Program.

Schools are being encouraged to participate in the Air Marking Program.

Assistance was given the Department of Education and Missouri Aviation Operators' Association in developing the Veteran's Flight Training Program.

### **AIRMARKING**

The airmarker is one of the simplest and least expensive aids to air navigation; but it is, at the same time, one of the most effective and necessary, particularly for the private or non-scheduled flier. Perhaps the chief hazard concerned in "contact flying" is the danger of becoming lost. Obviously this hazard is lessened considerably, if not eliminated, when the flier can ascertain his exact whereabouts and orient himself merely by looking down and reading a sign as he passes over a town or city. This type of sign is an "airmarker."

The two year period from June 30, 1946, to June 30, 1948, brought the total of Missouri airmarkers to 155. This indicates an approximate increase of 77 over those completed to the earlier date. In January of 1947 the sum of \$2200 was made available by the Civil Aeronautics Administration for the painting of airmarkers in Missouri. It was decided that this money should be used in the purchase and distribution of paint rather than contracting for complete airmarkers at a cost of \$75.00 to \$100.00 each. Since that time 112 interested civic groups, high school classes, and individuals have been supplied paint and detailed







instructions. As a result of this program 68 airmarkers have been reported completed.

The early spring of 1947 marked the promotion of the long needed transcontinental marked airway for private pilots, Skyway 1. Skyway 1, the first of a vast network of skyways, is a forty-mile wide path from Los Angeles to Washington, D. C. The goal is to airmark every town on the skyway to provide the contact pilot with a safe, well-marked route which he may fly with complete safety. Skyway 1 will be of particular benefit to Missouri in that it happens to coincide with the path from our area of heaviest population (St. Louis) to the major recreation areas of the Lake of the Ozarks region and the White River country. Thus far we have a record of 35 airmarkers located along this route.

### **AVIATION INFORMATION**

As a means of disseminating information about the location of airports and their facilities, and also to provide a composite aeronautical chart which can be used for the planning of flights within or across Missouri, the Division of Resources and Development designed and published an Aeronautical Planning Chart and a Directory of Missouri Airports. Wide circulation of these publications on a request basis is evidence that they have been useful tools for providing information about Missouri's airports. A revision is now in progress in order that the information contained in them may be kept current.

Each month since July, 1946, the Division of Resources and Development has published the Aviation Newsletter. Nearly three thousand copies of this publication are mailed every month, and the mailing list is growing daily. Aviation information of a general nature is carefully selected and edited by the staff of the Aviation Section in order that the Newsletter shall contain only useful and interesting material. It covers the activities of Missouri aviation as completely as possible and includes any important happenings in the general aviation field. The aviation business, as does any fast-growing industry, has been developing and changing so rapidly that the periodical publication provides the only really valid source of aviation information. The publication of periodical reports in the form of Newsletters is practiced by most State Aviation departments at the present time.

In addition to these publications, circulation has been continued on revisions of "Missouri Skyways" and "Model Airpark." Several other pamphlets and information booklets have been mailed upon request for aviation information.



## INDUSTRIAL SECTION

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### **Citizens Industrial Advisory Board**

Henry D. Bradley, Publisher, St. Joseph News-Press, St. Joseph.  
E. Smith Reed, Director of Industrial Development, Missouri Pacific Lines, St. Louis.

George W. Catts, Executive Manager, Chamber of Commerce, Kansas City.

Edward L. Clark, State Geologist, Rolla.

Lester E. Cox, Ozark Mfg. & Supply Company, Springfield.

Tom R. Douglass, Commissioner, State Department of Agriculture, Jefferson City.

Ward C. Gifford, Gifford Realty Company, Kansas City.

F. V. Heinkel, President, Missouri Farmers Association, Columbia.

Robert E. Lee Hill, Secretary, Missouri Bankers Association, Columbia.

John D. Kerr, Jr., Director, Industrial Bureau, St. Louis Chamber of Commerce, St. Louis.

Theo. J. Krauss, Executive Vice-President, Associated Industries of Missouri, St. Louis.

D. C. McKee, Vice-President and General Manager, Empire District Electric Company, Joplin.

Dr. F. A. Middlebush, President, University of Missouri, Columbia.

J. C. Patterson, Secretary-Manager, Chamber of Commerce, Moberly.

H. Ramel, Vice-President, Ramsey Corporation, St. Louis.

M. E. Skinner, Union Electric Company, St. Louis.

H. E. Slusher, President, Missouri Farm Bureau Federation, Jefferson City.

Dr. Raymond G. Spencer, Washington University Research Foundation, Clayton.

Dr. George W. Ward, Midwest Research Institute, Kansas City.

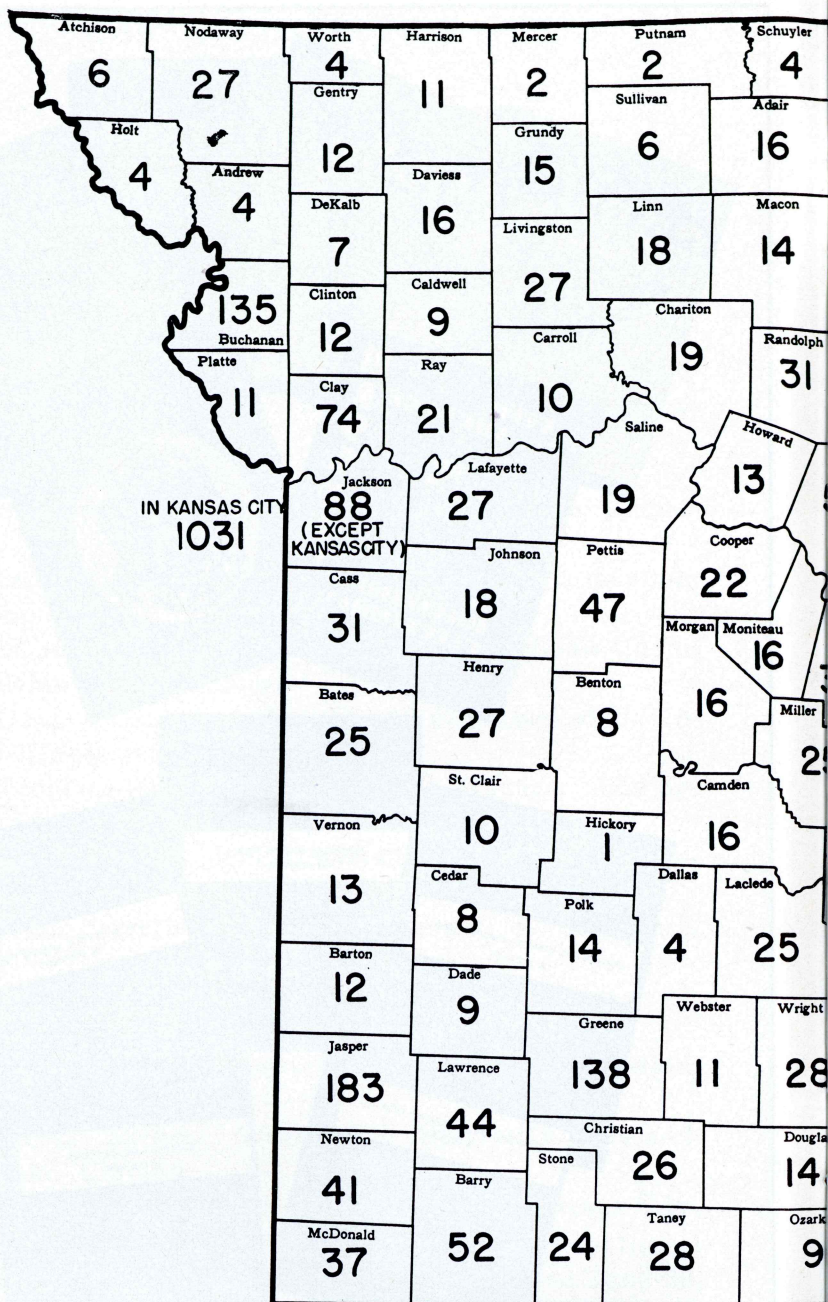
The program of Industrial development showed continued progress through the two-year period July 1, 1946, to June 30, 1948, although numbers of locations were strongly influenced by fluctuating trends in general business conditions. During this period new locations in the State averaged 20 per month, as compared to 22 per month during the eighteen-month period January 1, 1945, to June 30, 1946.





Industrial Publications

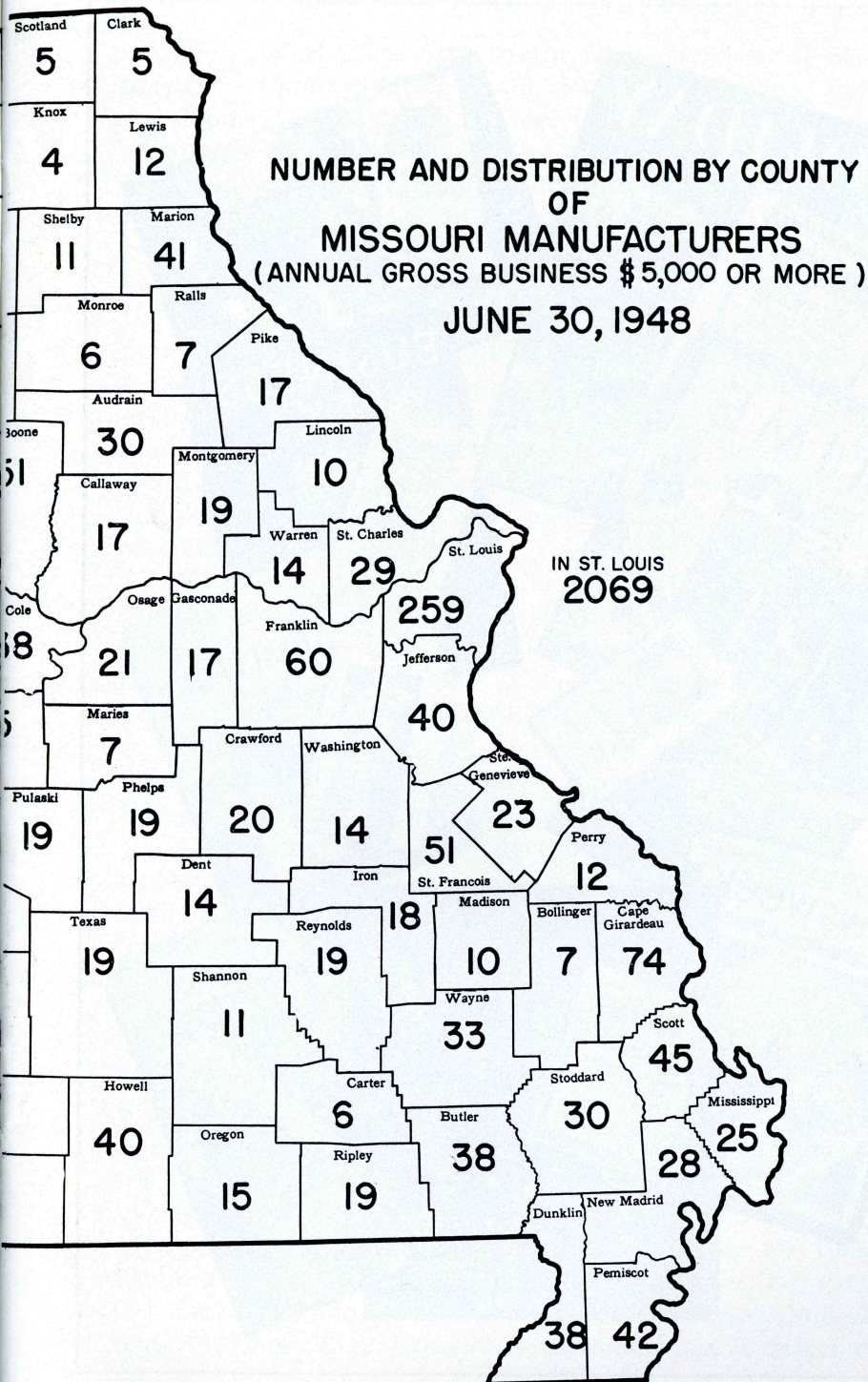




### SUMMARY

OUTSTATE-----3,057  
 ST. LOUIS-----2,069  
 KANSAS CITY-----1,031  
 TOTAL-----6,157









## Industrial Advertisements



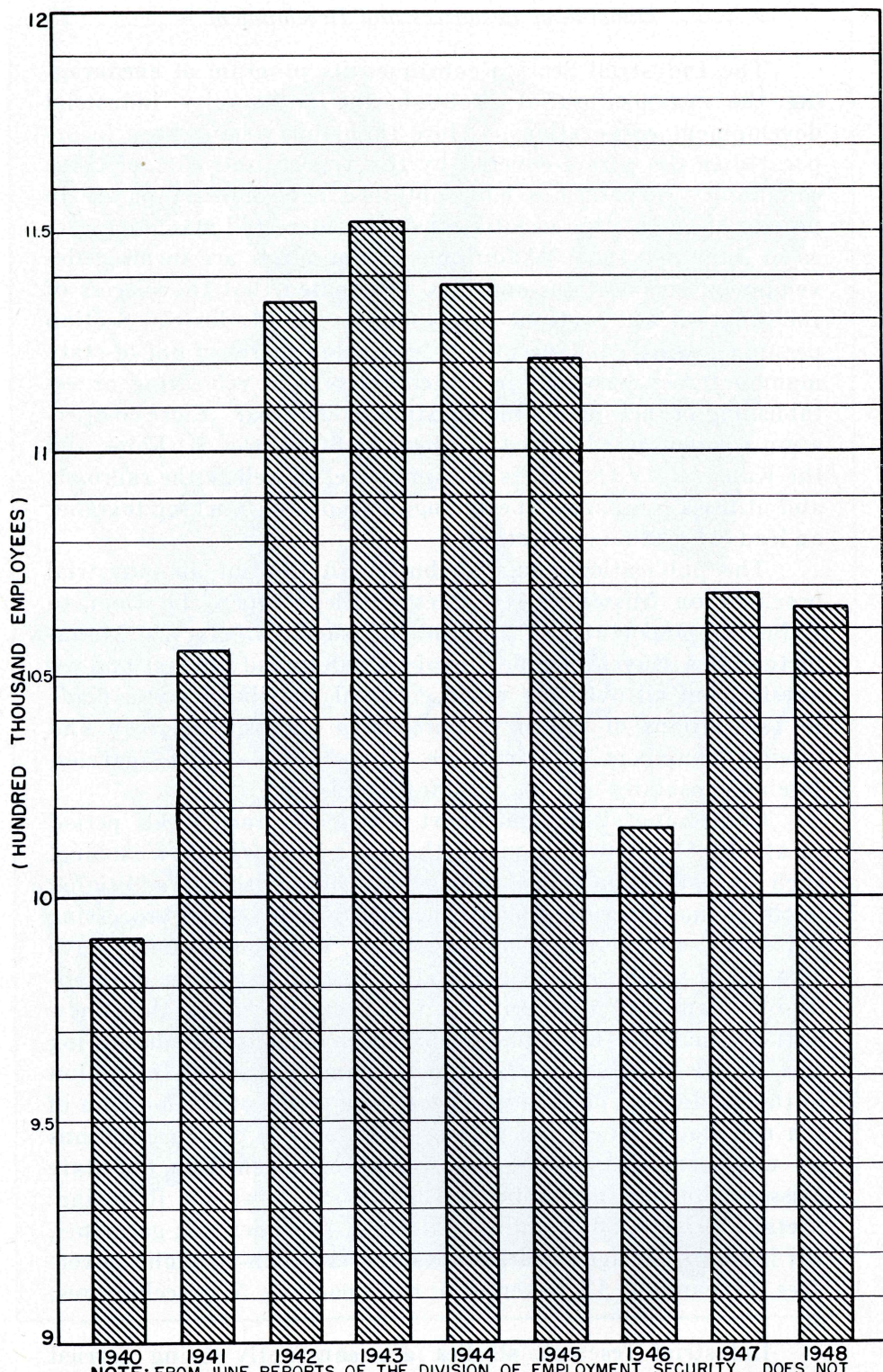
The Industrial Section continued its program of encouraging the organization of profit-sharing community industrial development corporations. More than thirty have been incorporated in the period covered by this report, and 85% of these community corporations have obtained new industry or are in process of completing negotiations with interested manufacturers as of June 30, 1948. Additional communities are forming development corporations and it is anticipated that the success of the program will continue at present levels. Industrial Section personnel wrote and personally contacted scores of out-of-state manufacturers who had indicated interest in relocating or establishing branch plants in the Midwestern area. Close co-operation is maintained with the Missouri State, the St. Louis and the Kansas City Chambers of Commerce, as well as the railroads and utilities companies in exchanging leads and working together on leads of mutual interest.

The publication and distribution in 1947 of an industrial brochure on Missouri's resources entitled "Open the Door to Industrial Opportunity," and the "Missouri Directory of Manufacturers, A Buyer's Guide," evoked widespread interest and requests from all over the world. Initial distribution was made to associations of industry, purchasing agents, American and foreign Chambers of Commerce, import and export agencies, foreign consulates and purchasing commissions, etc.

Continuing study and effort was made during this period to attract to Missouri some of the basic industries now lacking, such as cotton and wool processing and finishing, additional fertilizer manufacturing plants, leather tanning, wood processing industries, and ceramics manufacture. Continued efforts have been made to interest agricultural processing industries in establishing plants in Missouri. In the past two years three new fertilizer manufacturing plants have been established, and during this period Missouri has become a foremost state of the Union in the production of cheddar cheese as a result of the location of ten new dairy processing plants. An analysis of new locations by number and types of new plants established in out-state Missouri during the period of this report shows the following: Metal Products, 59; building materials, 46; shoes, 34; garments, 29; lumber, 67; agricultural limestone, 14; non-alcoholic beverages, 14; canning, 12; bakeries, 6; meat packing, 5; miscellaneous, 40.

Industrial research studies are constantly being carried forward with a view to being able to present to industrialists,





NOTE: FROM JUNE REPORTS OF THE DIVISION OF EMPLOYMENT SECURITY. DOES NOT INCLUDE CONSTRUCTION WORKERS OR THOSE ENGAGED IN DOMESTIC SERVICE.



through advertising and personal contact, accurate and current data on all those economic and social factors that influence plant location, such as raw materials, labor, taxation, markets, power and fuel, construction costs, population trends, etc. The ready availability of such data in presenting Missouri's economic picture to industrialists has been a prime factor in obtaining the location of a number of factories in the State.

The location of new industries and establishment of branch plants is a highly competitive matter, as practically all areas of the nation have bureaus or agencies similar to the Division of Resources and Development in Missouri. The research of the Industrial Section, therefore, is not confined only to analyzing and presenting to interested industrialists the economic factors pertinent to Missouri locations, but also the relative economic position of Missouri as compared to other states as a location for industry.

STATISTICAL REPORT ON INDUSTRIAL DEVELOPMENT IN MISSOURI

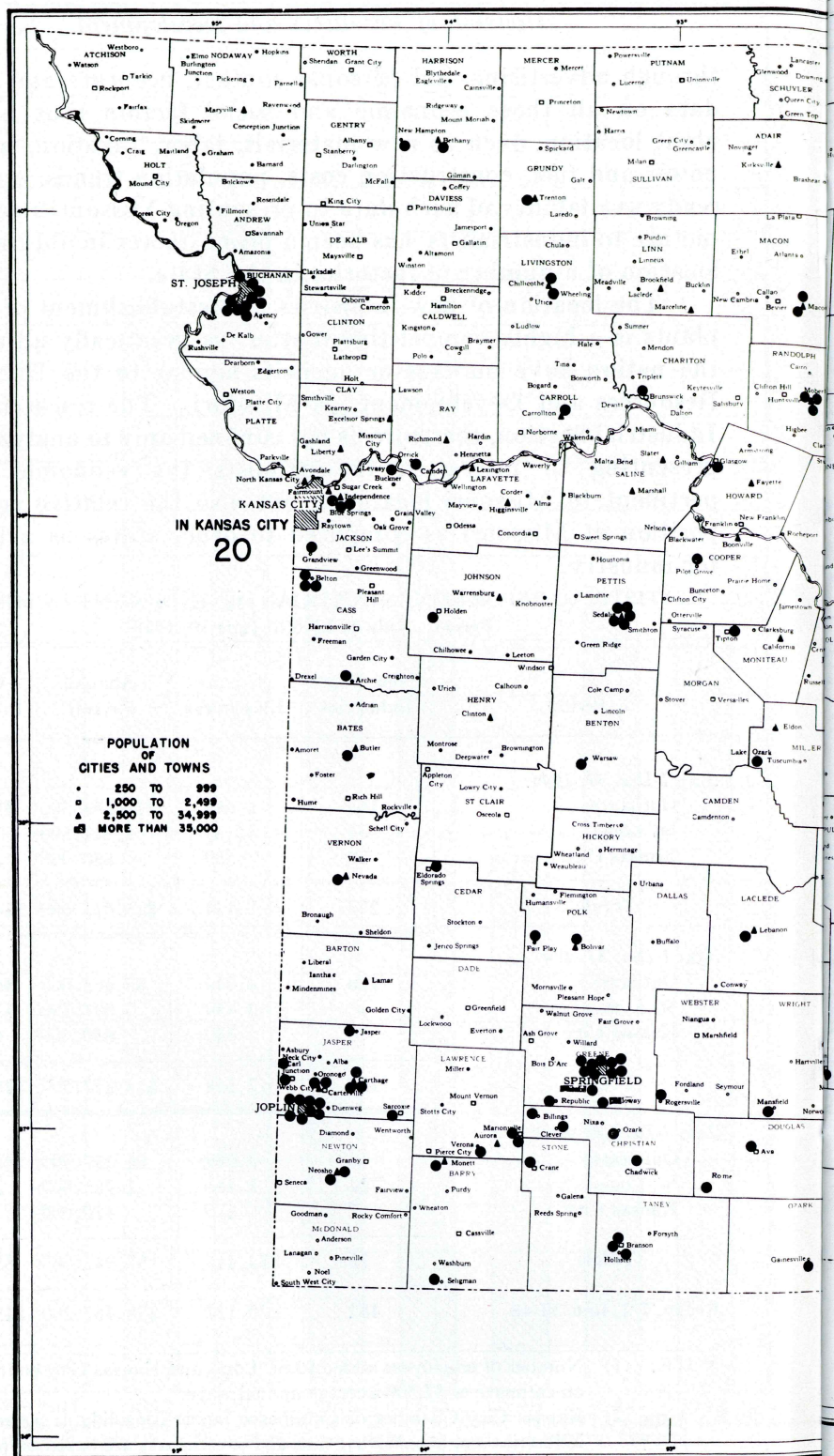
Period: July 1, 1946 to June 30, 1948

Period	New Mfg. Industries	No. of Employees	Annual Payroll	Capital Investment
<i>July 1-Dec. 31, 1946:</i>				
Out-state.....	168	6,645	\$11,884,300	\$9,540,000
St. Louis.....	34	1,139	2,847,500	743,300
Kansas City.....	20	350	880,000	3,960,000
Totals.....	222	8,134	\$15,611,800	\$14,243,300
<i>Jan. 1-Dec. 31, 1947:</i>				
Out-state.....	120	4,049	\$6,465,000	\$6,598,400
St. Louis.....	47	3,159	7,897,500	11,643,000
Kansas City.....	18	340	850,000	6,970,000
Totals.....	185	7,548	\$15,212,500	\$25,211,400
<i>Jan. 1-Dec. 30, 1948:</i>				
Out-state.....	46	3,089	\$4,557,900	\$2,604,600
St. Louis.....	22	1,186	2,965,000	2,238,000
Kansas City.....	7	170	420,000	740,000
Totals.....	75	\$4,445	\$7,942,900	\$5,582,600
Recap. 7/1/46-6/30/48.....	482	20,127	\$38,767,200	\$45,037,300

NOTE: (1) Number of employees added to St. Louis and Kansas City payrolls based on estimate of \$2,500 average annual wage.

(2) Kansas City Chamber of Commerce report consolidates figures on new industries and expansions; thus above estimates are based on percentage ratio of new industries to expansions.



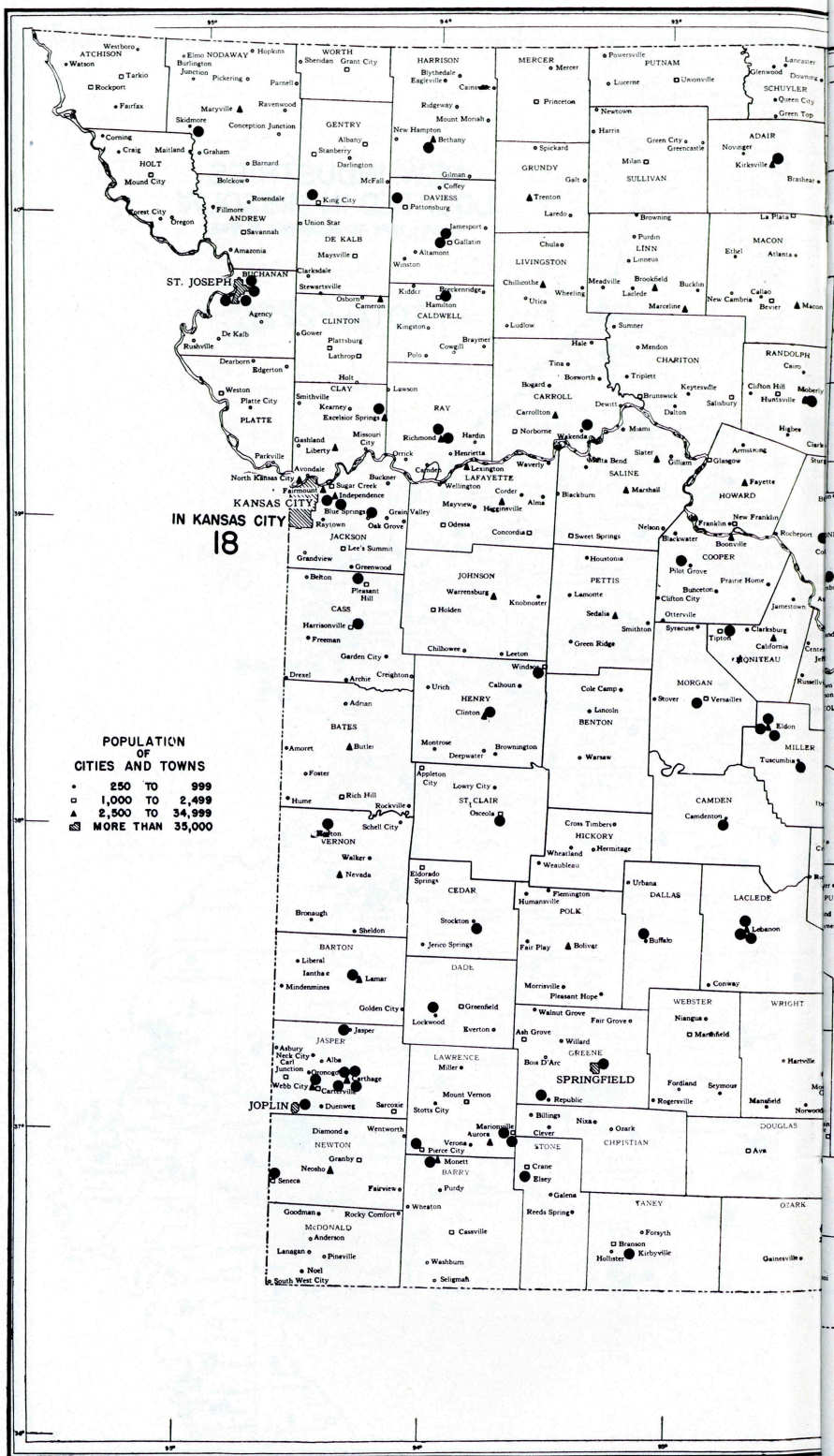




## TOTAL-222

IN ST. LOUIS  
34



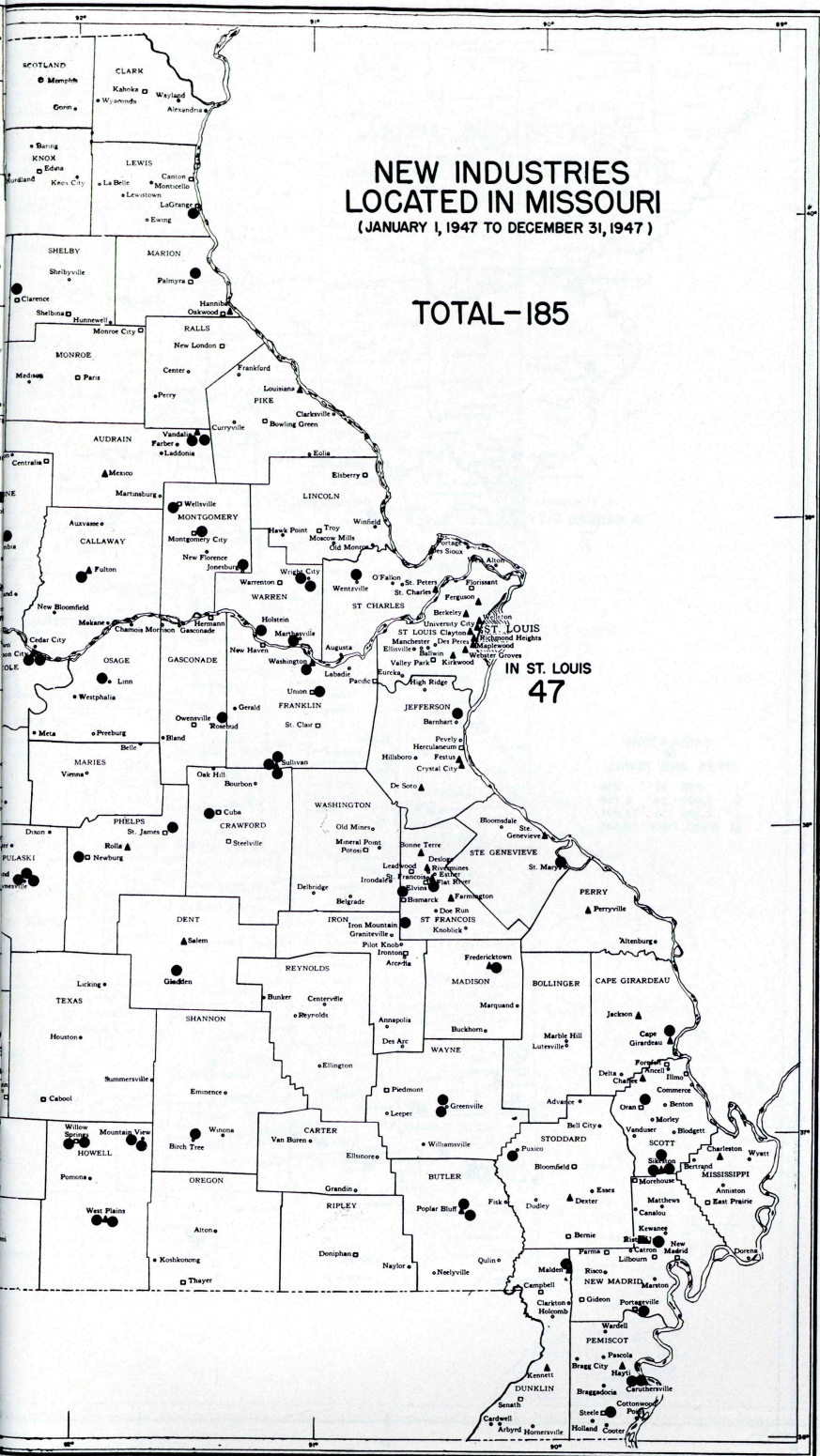




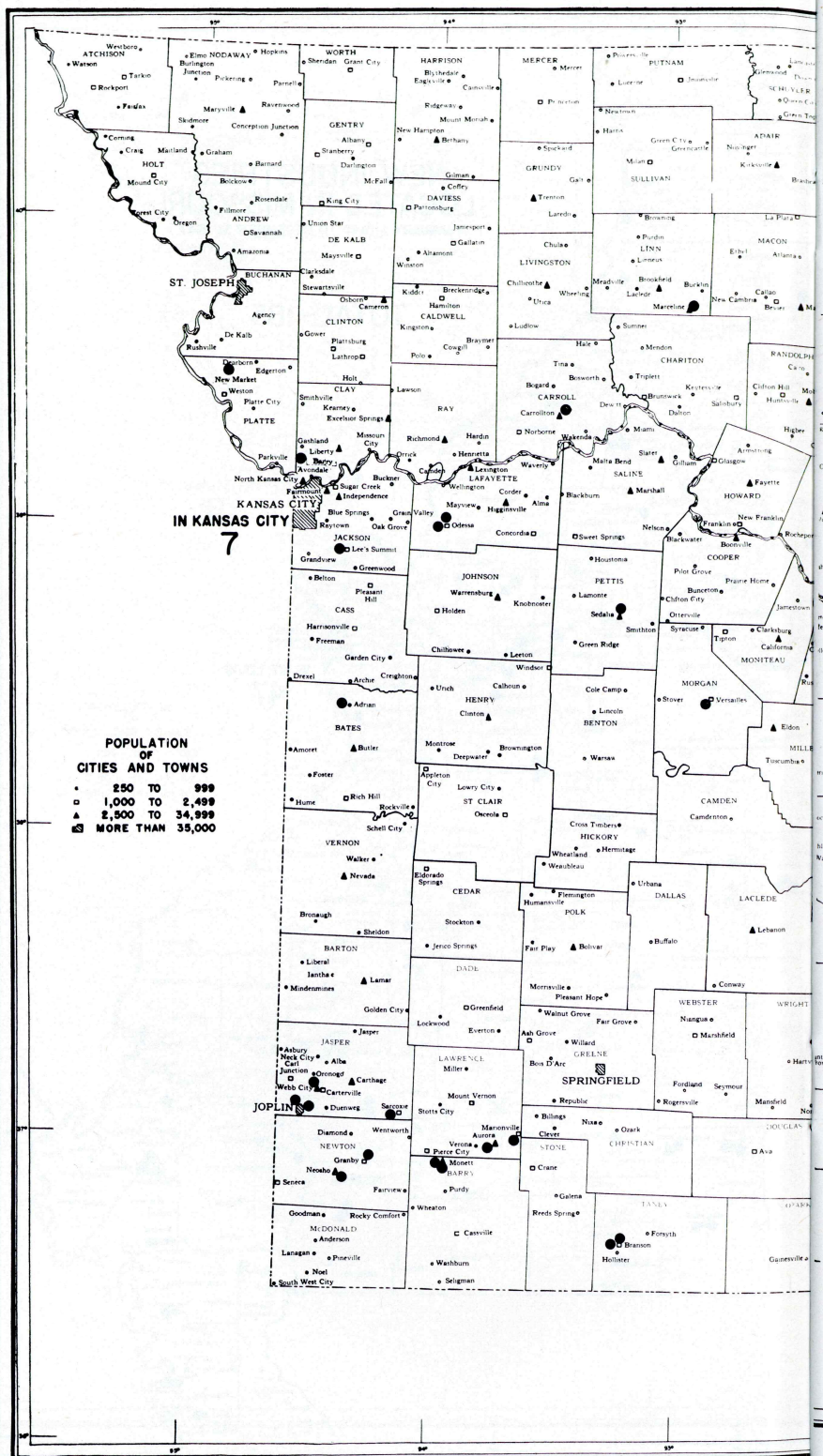
**NEW INDUSTRIES  
LOCATED IN MISSOURI**  
(JANUARY 1, 1947 TO DECEMBER 31, 1947)

**TOTAL-185**

**IN ST. LOUIS  
47**





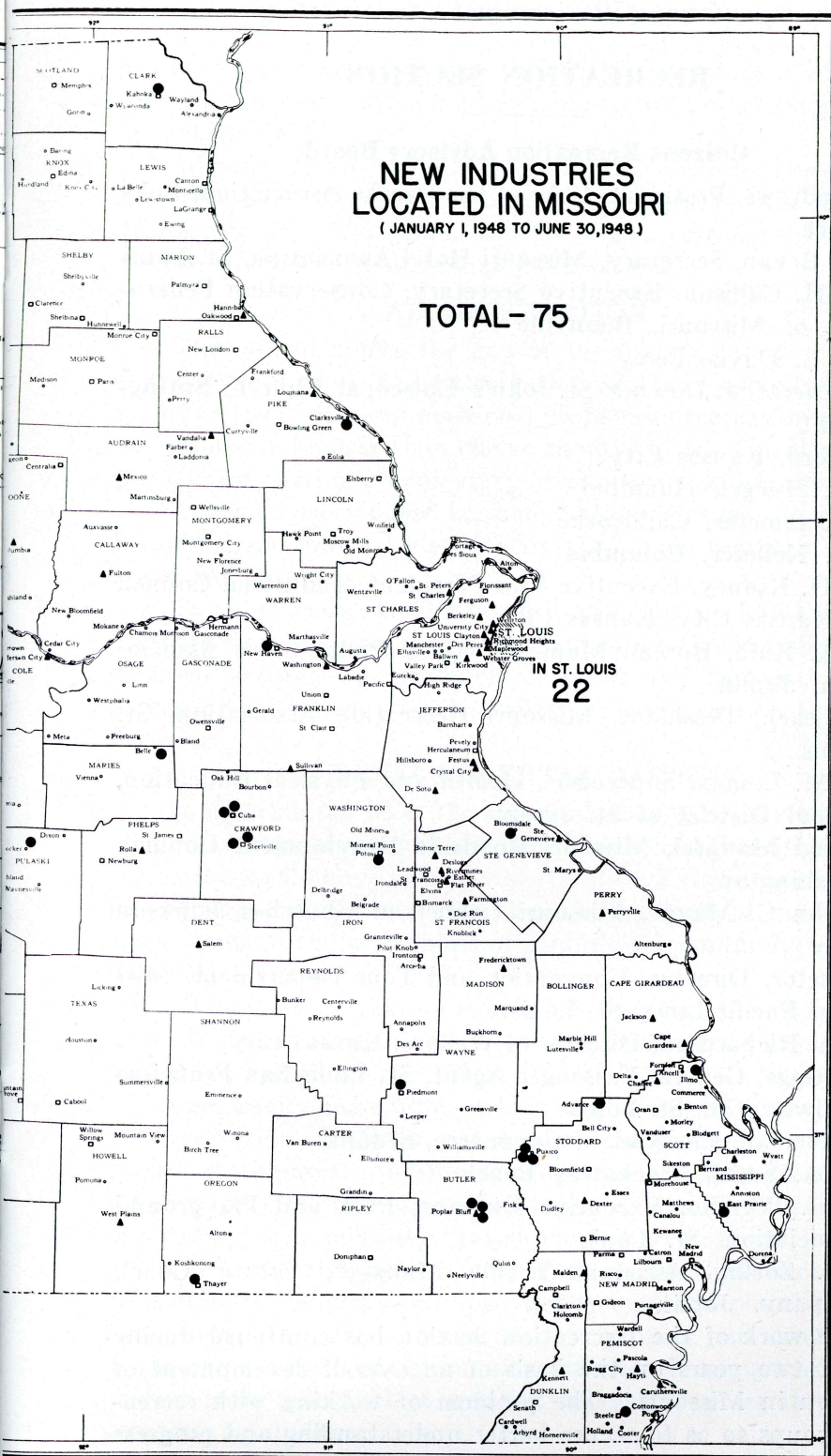




# NEW INDUSTRIES LOCATED IN MISSOURI ( JANUARY 1, 1948 TO JUNE 30, 1948 )

TOTAL- 75

IN ST. LOUIS  
22





## **RECREATION SECTION**

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### **Citizens Recreation Advisory Board**

- R. R. Andrews, President, Lake of the Ozarks Association, Lake Ozark  
John K. Bryan, Secretary, Missouri Hotel Association, St. Louis  
Charles H. Callison, Executive Secretary, Conservation Federation of Missouri, Boonville  
Chester L. Davis, Perry  
Canon Everett J. Downes, St. John's Episcopal Church, Springfield  
H. C. Ford, Kansas City  
Louis J. Huegel, Hannibal  
A. B. Kammerer, Chillicothe  
Paul D. Kelleter, Columbia  
George H. Kinney, Executive Vice-President, Industrial Council of Kansas City, Kansas City.  
Marie A. Kolb, Bureau Manager, Ozark Playgrounds Association, Joplin  
E. A. Leach, President, Missouri Recreation Association, St. Louis  
Muriel M. Lomax, Supervisor, Health and Physical Education, School District of St. Joseph  
Mrs. Fred Mauntel, Missouri Roadside Development Council, Washington  
Rev. John C. Mayne, Missouri Council of Churches, Jefferson City  
J. F. Rector, Director, Convention and Tour Department, Missouri Pacific Lines, St. Louis.  
Hayes A. Richardson, Director of Welfare, Kansas City  
M. D. Riggs, General Passenger Agent, St. Louis-San Francisco Railway, Co., St. Louis  
Abe Silverman, Chamber of Commerce, Sedalia  
Harold A. Smith, Rockaway Beach  
Alfred H. Wyman, Executive Director, Park and Playground Association, St. Louis  
Paul H. Zoellig, Assistant Traffic Manager, Crown Coach Company, Joplin

The work of the Recreation Section has continued during the past two years on the basis of an overall development of recreation in Missouri. The problem of working with recreational groups so as to secure better understanding and progress



has been given the most attention with consideration when possible to the many special phases and activities existing in the recreation field.

Whether or not the efforts of this office can be given credit, it is true that the vacation business of the state has increased during the past two years, and there is a considerably greater interest and effort in community recreation.

### **ADMINISTRATION**

This period marks the end of the first full term of service of the present head of the Recreation Section—appointed in the spring of 1946. Due to personnel problems a recreation assistant was available for less than eleven months of the two years. At the present writing a competent assistant is fulfilling his duties.

A new advisory board has come into being since the previous biennium and was selected for its state-wide representation of areas and interests.

To aid in more efficient disposition of the work of the Recreation Section its business is handled through three main subdivisions of activity—developmental, plans and surveys, and information. The body of this report will be based on these subdivisions.

### **DEVELOPMENTAL WORK**

In determining what the approach should be on recreational development in Missouri it was soon discovered that all phases of recreation would have to be given attention if each was to prosper to the greatest extent. The best breakdown of recreational work seems to be on the basis of commercial, community and industrial activities.

Commercial recreation covers most phases of the field which have to do with vacation and travel, commercial amusements and other “paid for” recreation.

Community recreation—which might well be termed “public” recreation—includes parks and playgrounds, community events, state parks, roadside development and any other phases which require public interest and support. Another description, in a general way, might be “tax supported” recreation.

The industrial field is meant to include all recreational activities for employee groups—whether at the plant or away from work. Although industrial recreation is part and parcel of the commercial and community activities in many cases, it is such a large field that it was felt necessary to set it up as a separate subdivision.





Recreational Publications



As noted previously, the principal problem of the section is to effect a working arrangement of all recreation forces in the state. To do this it was necessary to work on a basis for activity by government and citizens alike.

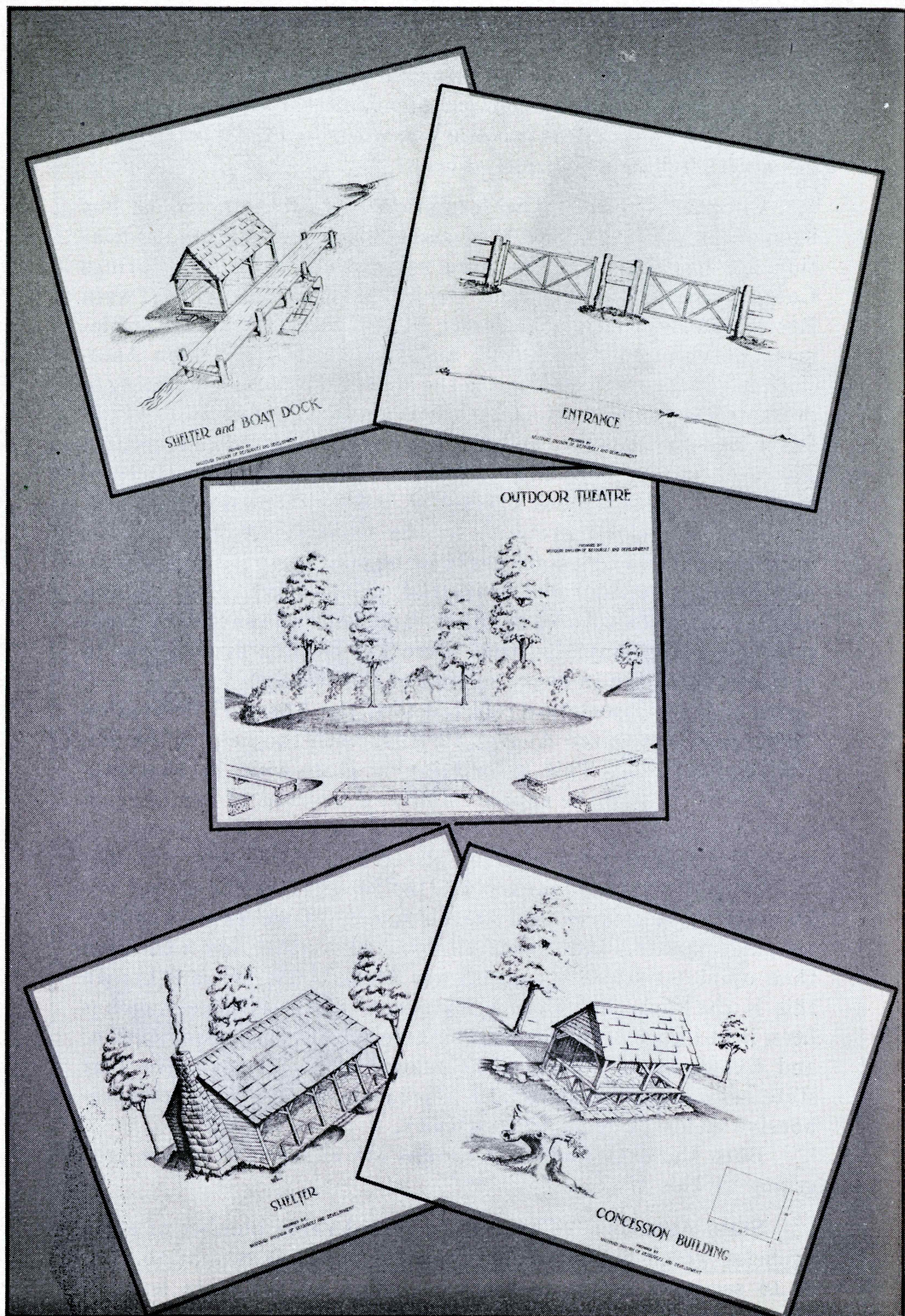
**Citizens' Groups**—The formation of recreation groups has been stimulated. Several area associations and a state association are now active. The area associations are: Big Springs Country Association, Central Ozarks Association; Mark Twain Recreation Association, Meramec Valley Association, Old Settlement Playground Association, and Old Trails Recreation Association. These are in addition to the area groups already existing to promote vacation travel—Ozark Playgrounds Association, White River Boosters League, and the Lake of the Ozarks Association. The area groups contemplate the development of all types of recreation. This is done because it was found that community activities are closely related to the commercial business—as in the case of city and state parks being used by tourists; and likewise, the commercial and industrial groups have close ties and mutual interests with each other, and with community recreation. It is contemplated that there will be area associations to develop recreation in every section of the state.

The state association referred to is the Missouri Recreation Association, organized August 12, 1947 with the help of the Recreation Section. This association is state-wide in character and has as its aim the support and development of commercial, community and industrial recreation on a state-wide basis. It was the result of the gathering of recreational leaders who met in Jefferson City on January 17, 18, 19, 1947 at the call of the Division of Resources and Development. Over three hundred people came together from all over the state and expressed their opinion that such a group was needed. So far as is known this is the first time that a state-wide recreation meeting has been held in the United States embracing all types of recreation; and likewise, the Missouri Recreation Association is the first state association to undertake a program in the three comprehensive fields of recreation activity.

Both the area and state groups are engaged in active programs at this time.

**State Agencies.**—There are a considerable number of state agencies which are interested in some phase of recreation. So as to secure a better co-operative effort on the state level in





Suggested Plans Submitted to Communities



government it was apparent that something should be done to effect a clearing of information and responsibilities between these agencies. Since this is considered a responsibility of the Division—under the law creating it—a meeting was called for November 20, 1947 to discuss the problem. Representatives of the various interested departments were invited and the result was the Missouri Inter-Agency Committee on Recreation. This committee has had a number of meetings and is in the process of a survey of the responsibilities of its individual members. The sections of state government represented on the committee are:

- State Park Board
- State Highway Department
- Conservation Commission
- State Library
- Department of Corrections
- Division of Educational Institutions
- State Department of Education
- Lincoln University
- University of Missouri, College of Agriculture
- Department of Public Health and Welfare
- State Highway Patrol
- Division of Resources and Development
- State Historical Society
- Central Missouri State College
- Southwest Missouri State College
- Southeast Missouri State College
- Northwest Missouri State Teachers College
- Northeast Missouri State Teachers College

**Federal Agencies**—Several divisions of the federal government have an interest in recreation in Missouri. These include the U. S. Engineers, the National Park Service, the Forest Service, and the Fish and Wildlife Service. It was found that there was frequently a lack of understanding between the state and federal offices—not because of the absence of any desire for any co-operation, but due to there being no procedure for working out the development of recreation programs affecting the state. Consequently, this office recently prepared an outline of policies and principles to serve as a guide for the state and federal groups in the handling of mutual problems. This has been approved by the Governor and has been submitted to the several offices of the U. S. Government. It is expected that a meeting of the state and federal representatives will be held in the near future to insure better co-ordination and understanding.





Recreational Advertisements



## **SPECIAL ACTIVITIES**

Considerable effort has been expended during the past two years on special phases of recreation. The area and state associations have been given assistance continuously on problems of organization, programs, meetings, and publicity and advertising. Considerable aid has been given to the State Department of Education in its current program of holding courtesy schools (The Missouri Host) for improvement of operations in resorts, tourist courts, hotels, filling stations and stores so that the public will be better served. This program was started at the request of the Missouri Recreation Association.

Plans for tours have been suggested to various railroads, and tour conductors.

Conferences have been held with representatives of industrial recreation to assist in formulating plans for employee recreation programs.

The Recreation Section has participated in a number of recreation conferences and institutes including the Missouri Recreation Workshop, the St. Louis Camp Conference, the Mississippi Valley Camp Conference (Kansas City), social recreation institute (sponsored by the Lake of the Ozarks Association), and University City Recreation Institute.

The subject of native arts and crafts has been given much attention because of their recreational importance and the possibilities which exist in them for supplementary income to rural people as a result of selling to the tourist trade. In this respect the Recreation Section was one of the chief promoters of a crafts steering committee whose work has resulted in the formation of an arts and crafts federation for the state. Co-operating in this were the University of Missouri and the State Department of Education.

Folk festivals have been recognized as an important part of the recreational picture of Missouri. As a result of this section's efforts folk festivals have been held in Alton, Camdenton, and Doniphan—with the Alton festival becoming established as an annual affair. Co-operation was given to the National Folk Festival in St. Louis and the office is working toward the establishment of St. Louis as the permanent home of this national event.

There have been a number of instances when youth groups have requested assistance—particularly in their camping programs. The organizations with whom the Recreation Section



has worked on this include the Girl Scouts, Boy Scouts, F. F. A. and the American Youth Hostels.

Community recreation programs have received considerable attention within the limits of time and personnel for this type of work. Twenty-two communities in all sections of the state have been given advice and assistance on parks and recreation.

### **PLANS AND SURVEYS**

Much of the work previously mentioned has been recreation planning and surveys connected with it. One of the more important efforts in this regard has been the recreation projects of the U.S. Engineers. This work—concerned with recreational development on flood control reservoirs—included planning on the following areas:

Meramec Valley  
Clearwater Lake  
Lake Wappapello  
Osage Basin  
Bull Shoals Dam  
Norfolk Lake

The assistance given to the twenty-two communities previously mentioned has included several instances of preparation of rough sketches on park layouts. Similar assistance was given to the State Teachers Association in the planning of its vacation area in Shannon County.

Attention has been given to securing adequate figures on the amount of resort and travel business in the state. This is a difficult problem and has not yet been solved adequately.

Considerable time has been devoted to studying methods of attracting resort hotel investment because of the need for large facilities to handle convention business in the vacation areas of the state.

### **INFORMATION**

This portion of the Recreation Section's work includes the compilation of reference material, publication of information for use by recreation people, collaboration with the Publicity Section on recreation publicity and advertising, and participation in national organizations.

Reference material compiled by this office includes a large number of files on the recreational resources of Missouri. This



covers information on scenic spots, historic places, as well as files on specific activities such as sports, camping, crafts, etc.

Publications which have been put out by the Recreation Section include a Review of the Recreation Plan for Lake Wapapello, reproduced drawings of facilities for parks, a guide on folk festivals, and an outline of policies and principles on federal recreation projects. The section also collaborated on production of the booklets of the Mark Twain Region, Big Springs Country, Pony Express Territory and Variety Vacations. Work is being done on a pamphlet which will serve as a guide for area associations.

The section has worked with the publicity and advertising program of the Division. This includes travel show and county fair exhibits, attendance at sports and travel shows, publication of a news letter, arrangements for publicity or articles in various publications and providing material for publications and brochures.

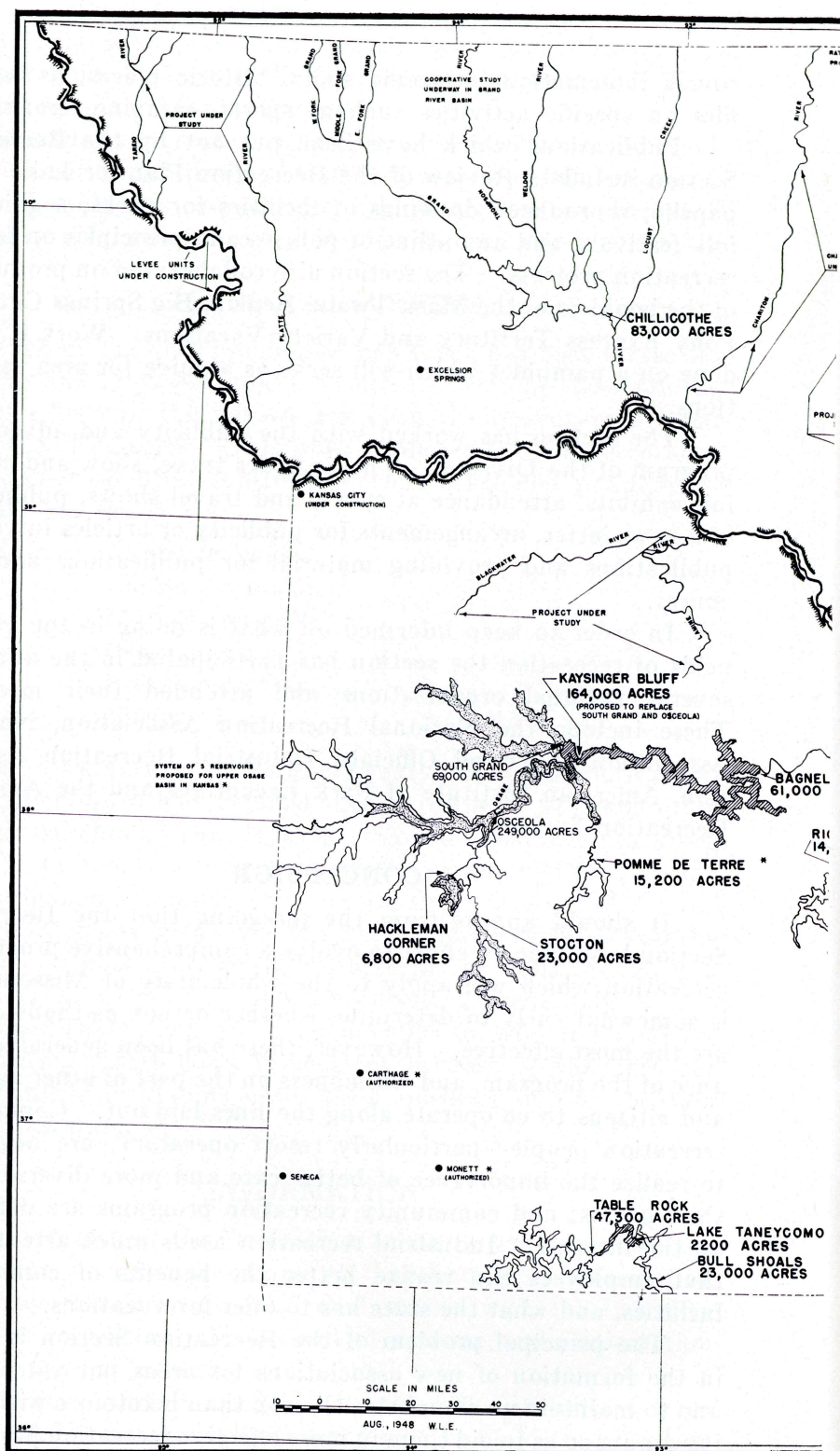
In order to keep informed on what is doing in the various fields of recreation the section has participated in the affairs of several national organizations and attended their meetings. These include the National Recreation Association, National Association of Travel Officials, Industrial Recreation Association, American Institute of Park Executives and the American Recreation Society.

### CONCLUSION

It should appear from the foregoing that the Recreation Section has made an effort to evolve a comprehensive program of recreation which will apply to the whole state of Missouri. It is somewhat early to determine whether or not methods chosen are the most effective. However, there has been general acceptance of the program, and willingness on the part of other agencies and citizens to co-operate along the lines laid out. Commercial recreation people—particularly resort operators—are beginning to realize the importance of better care and more diversions for their guests; and community recreation programs are definitely on the increase. Industrial recreation needs much attention so that employees can realize better the benefits of community facilities, and what the state has to offer for vacations.

The principal problem of the Recreation Section is to aid in the formation of new associations for areas not yet covered and to maintain an even better liaison than heretofore with existing groups so as to aid them in more effective recreation programs.







# MISSOURI

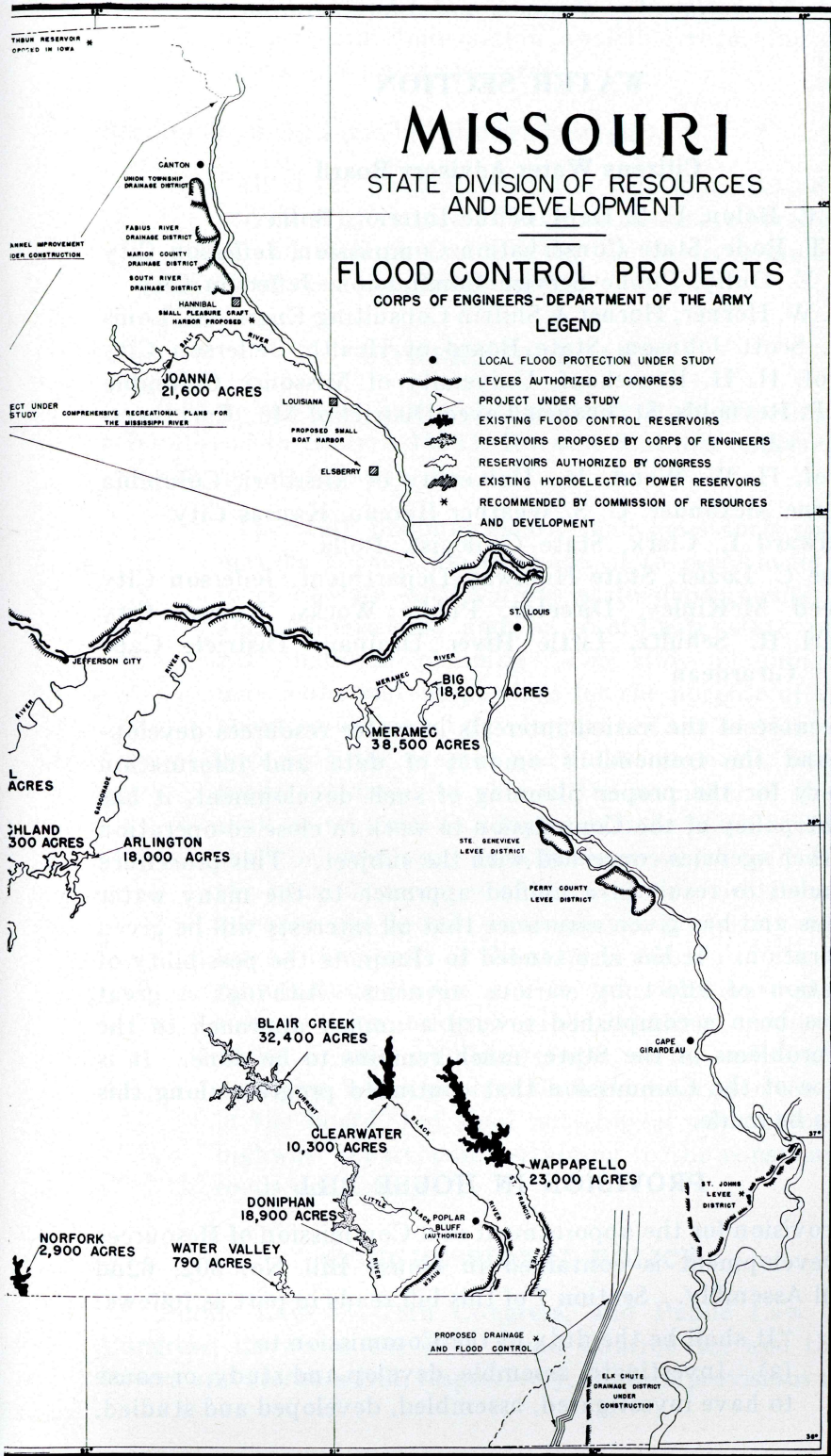
STATE DIVISION OF RESOURCES  
AND DEVELOPMENT

## FLOOD CONTROL PROJECTS

CORPS OF ENGINEERS-DEPARTMENT OF THE ARMY

### LEGEND

- LOCAL FLOOD PROTECTION UNDER STUDY
- LEVEES AUTHORIZED BY CONGRESS
- PROJECT UNDER STUDY
- EXISTING FLOOD CONTROL RESERVOIRS
- RESERVOIRS PROPOSED BY CORPS OF ENGINEERS
- RESERVOIRS AUTHORIZED BY CONGRESS
- EXISTING HYDROELECTRIC POWER RESERVOIRS
- \* RECOMMENDED BY COMMISSION OF RESOURCES AND DEVELOPMENT





## **WATER SECTION**

### **Citizens Water Advisory Board**

H. C. Bolon, U. S. Dept. of the Interior, Rolla  
I. T. Bode, State Conservation Commission, Jefferson City  
R. E. Duffy, Public Service Commission, Jefferson City  
W. W. Horner, Horner & Shifrin Consulting Engrs., St. Louis  
W. Scott Johnson, State Board of Health, Jefferson City  
Prof. H. H. Krusekopf, University of Missouri, Columbia  
S. P. Reynolds, St. Francis Levee District of Mo., Caruthersville  
Prof. H. W. Wood, Jr., University of Missouri, Columbia  
Verne Alexander, U. S. Weather Bureau, Kansas City  
Edward L. Clark, State Geologist, Rolla  
Lue C. Lozier, State Highway Department, Jefferson City  
Reed McKinley, Director, Public Works, Kansas City  
Earl R. Schultz, Little River Drainage District, Cape Girardeau

Because of the varied interests in water resources development and the tremendous amount of data and information necessary for the proper planning of such development, it has been the policy of the Commission to work in close co-operation with other agencies concerned with the subject. This procedure has tended to result in a unified approach to the many water problems and has given assurance that all interests will be given consideration. It has also tended to eliminate the possibility of duplication of effort by various agencies. Although a great deal has been accomplished toward a unified approach to the water problems of the State, much remains to be done. It is the hope of the Commission that continued progress along this line can be made.

### **PROVISION IN HOUSE BILL**

Provision for the appointment of a Commission of Resources and Development is contained in House Bill No. 502, 62nd General Assembly. Section 7 of this bill reads in part as follows:

“It shall be the duty of the Commission to:

(a) Investigate, assemble, develop and study, or cause to have investigated, assembled, developed and studied,



all pertinent information available regarding . . . . .  
power and water resources;”

Section 8b of the same bill also reads in part:

“All of the powers and duties heretofore vested in and exercised by the State Planning Board are hereby vested in and shall be exercised by the State Commission of Resources and Development.”

### **POWERS OF BOARD**

The powers and duties of the former State Planning Board are outlined in Section 15392, Revised Statutes of 1939, which reads in part as follows:

“The state planning board shall have such powers as may be appropriate to enable it to perform its duties, to co-operate with various state departments, boards and commissions, and to co-ordinate state planning with national planning. The state planning board may make and adopt plans for the purpose of bringing about co-ordinated development of the state in accordance with the present and future economic and social needs. A majority vote of the members of the board shall be required to adopt a plan or plans. The plans shall be developed in a manner which will conserve the natural resources of the state and which will best advance the health, convenience, prosperity and welfare of the people of the state of Missouri. Such plans may include studies and recommendations relative to scenic routes, bridges, public buildings, flood control, parks, forests, wild-life refuges, social and educational problems, which are of state-wide concern in the opinion of the board, but shall not conflict with plans of the highway department pertaining to the construction of roads and bridges.”

### **CONGRESSIONAL POLICY**

Public Law 534-78th Congress, and Public Law 14-79th Congress, known as the 1944 Flood Control Act and the 1945 Rivers and Harbors Bill, respectively, contain provisions relative





Example of Terraced Farming



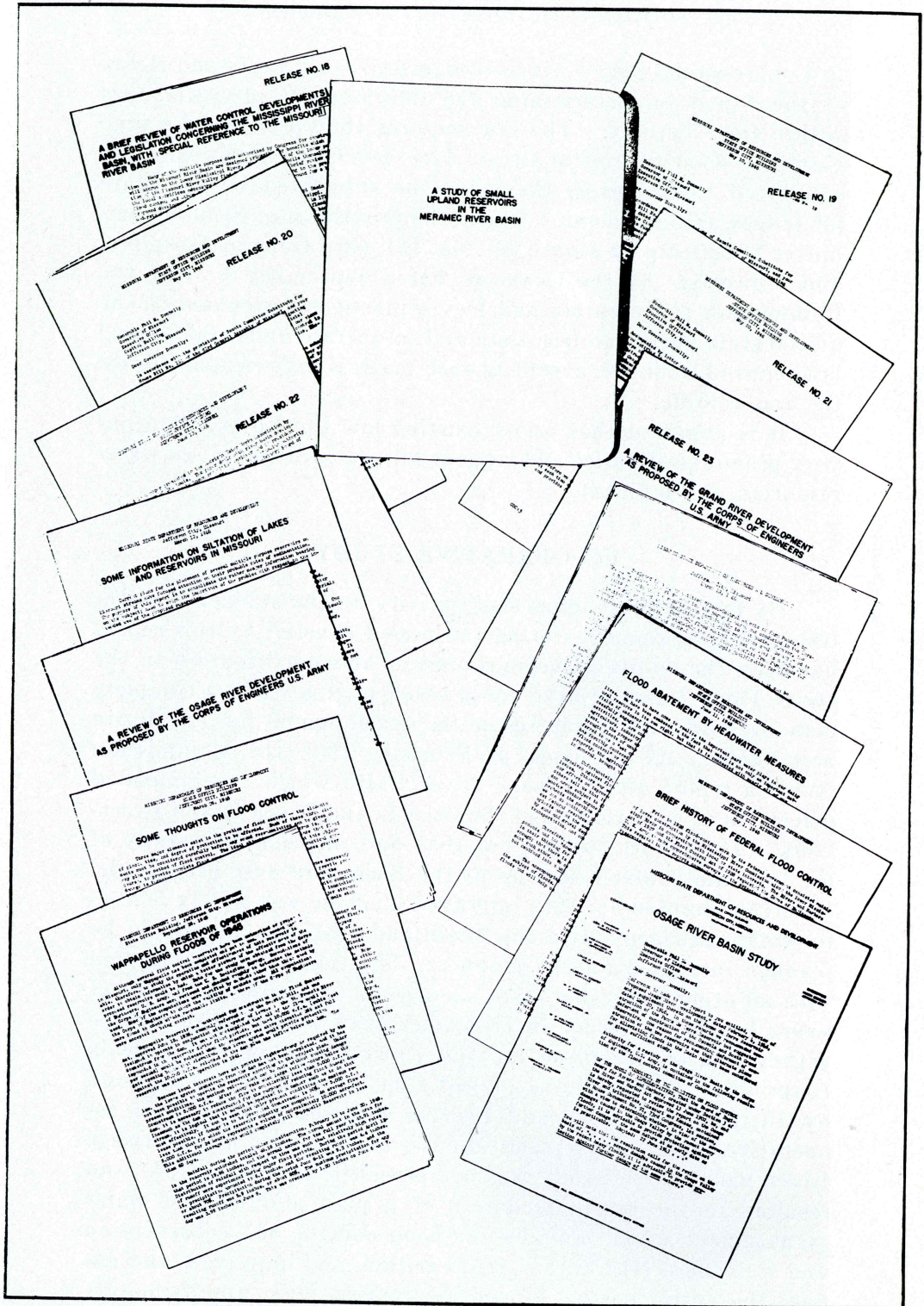
to Congressional policy which recognizes the interests and rights of the States in determining the development of watersheds within their borders. The law requires that prior to the time plans for flood control or other river development projects are submitted to Congress, they shall be submitted to the State for review and comment. Under the provisions of Senate Committee Substitute for House Bill No. 161, 63rd General Assembly, and a directive by the Governor dated September 5, 1945, the Commission of Resources and Development is designated as the official state agency to negotiate and co-operate under the federal law referred to above, except as such matters may relate to forestry and wildlife.

It is apparent that under existing law the Commission has very pronounced duties and responsibilities with respect to water resources development.

### **CO-OPERATIVE STUDY**

By far the most important activity on the subject of water resources development during the period covered by this report has been the co-operative initiation of and participation in the Osage River Basin Study. As a result of this study a complete plan of land and water resources development for the Basin now exists. As far back as February 1946 the Commission issued a report on the Osage River Basin which recommended deferment of construction of the Osceola and South Grand Reservoirs. The report pointed out that no comprehensive study of the land and water resources of the Basin had ever been made. It further pointed out that improved land use was closely related to water management in the Basin and that the two should be planned in a co-ordinated manner. The Commission concurred with all other interested state agencies in endorsing a statement issued by the Governor in December 1946 which called for the withdrawal of authority for the construction of the Osceola Reservoir. These actions played a major part in the decision by all interested State and Federal agencies to conduct a co-operative study of the land and water resources of the Osage River Basin. The study was completed in December 1947 and resulted in the recommendation of a plan of land and water management which provides for flood control, soil conservation and water flow retardation, reforestation, and improved land use over the entire basin. Under the revised plan, approximately





Reports and Pamphlets Published by Water Section



125,000 acres less land would be inundated in the State by reservoirs than would have been inundated by the plan originally authorized by Congress. Tremendous tonnages of coal would be preserved from inundation and there would be considerably less disruption to municipalities, highways and other economic and social factors in the Basin. The complete plan, if carried out, would be of tremendous economic importance to the entire region. The Commission is in general agreement with the plan, although it makes no attempt to justify economically certain parts of the plan.

### **DECISION ON GRAND RIVER**

After completion of the Osage River Basin Study it was decided that a similar study should be made in the Grand River Basin. As a result, some 17 State and Federal agencies are now engaged in work in the Grand River Basin. It is to be hoped that a suitable plan of land and water resources development can be recommended as a result of the study. As in the Osage Study, the Commission has a major responsibility in working with the Federal Government on the engineering phases of the investigation.

During the biennium the Commission continued to fulfill its statutory obligations in making reviews and recommendations on proposed flood control and other water development measures proposed by the Federal Government. Reports were made as a result of investigation of flood protection projects at Carthage and Monett, on an interim recommendation on the Upper Osage River Basin in Kansas, the Rathbun Reservoir on Chariton River in Iowa, a small boat harbor for the city of Hannibal, and a drainage and flood control project for Dunklin, Pemiscot, New Madrid, Stoddard, Scott and Bollinger counties. All these projects were recommended so far as the interests of the State of Missouri were concerned, although they were not analyzed fully by the Commission as to their economic justification.

Technical information and advice on flood control and other water resources development matters have been furnished to other state agencies and to the Governor throughout the biennium. Work was also done toward revising and bring up-to-date the State Water Plan, published in 1938 by the former State Planning Board.





Part of Missouri Resources Museum in State Capitol Building



## **MISSOURI RESOURCES MUSEUM**

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### **Citizens Museum Advisory Board**

#### **Soldiers' and Sailors' Memorial Hall**

Brig. General John A. Harris, The Adjutant General,  
Jefferson City

M. P. Dribben, American Legion, Jefferson City

Joseph C. Bosch, Veterans of Foreign Wars, Jefferson City

Mrs. Morrell De Reign, Missouri Federation of Women's  
Clubs, Caruthersville

#### **Resources Museum**

Tom R. Douglass, State Department of Agriculture, Jefferson  
City

I. T. Bode, State Conservation Commission, Jefferson City  
Hubert Wheeler, Department of Public Schools, Jefferson  
City

George O. White, State Forester, Jefferson City

Floyd C. Shoemaker, State Historical Society, Columbia

Theo. J. Krauss, Associated Industries of Missouri, St. Louis

Dean Curtis L. Wilson, School of Mines and Metallurgy,  
Rolla

Dr. Edward L. Clark, State Geologist, Rolla

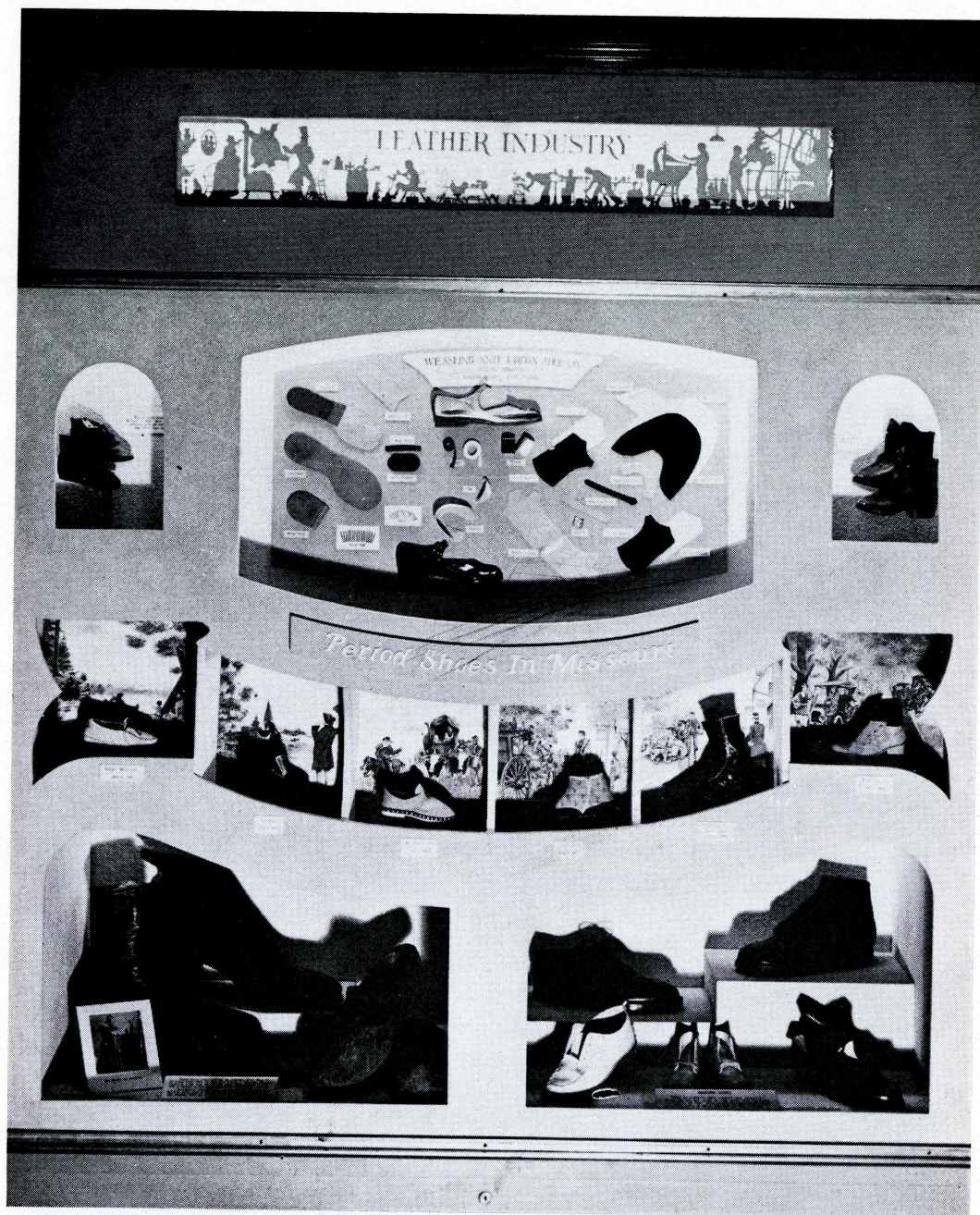
Mrs. Morrell De Reign, Missouri Federation of Women's  
Clubs, Caruthersville

### **PERIOD OF PROGRESS**

To those many people who have taken a personal interest in the work of the museum, the period covered by this report is outstanding for the creative progress which has been accomplished. Of necessity, efforts have been rather scattered, thus making impractical any publicity or announcement that a division or section has been completed.

The terms "reorganizational" and "creative" best describe the types of activity constantly confronting the museum personnel. Transformation of our old storeroom "B" into a workable laboratory has been of great importance. Acquisition of 3,000 sq. ft. of storeroom on the fifth floor has made possible transfer





Products of the mills, mines, fields and forest are on display in the Missouri Resources Museum. This exhibit, one of the newer ones, shows development of the shoe industry in Missouri. Additional panels give details not covered by the one shown here.



and sorting of museum properties, thus permitting set-up of a new file system. This activity enabled us to locate 96 lost specimens, return of which had been requested for five years. New accessions and return of loans continues active, but completion of the new file system will make possible an up-to-date inventory.

### NEW CASE FRONTS

Installation of nineteen new case fronts along the North wall of Resources Hall has been accomplished. This improvement has accentuated need for the "creative" effort by increasing usable area.

One portion of our planned "creative" work deals with those exhibits which are informative, and tell about as well as show related materials. Being of a permanent nature, these displays justify greater effort in preparation. Ten such displays have been completed and may be seen in Resources Hall.

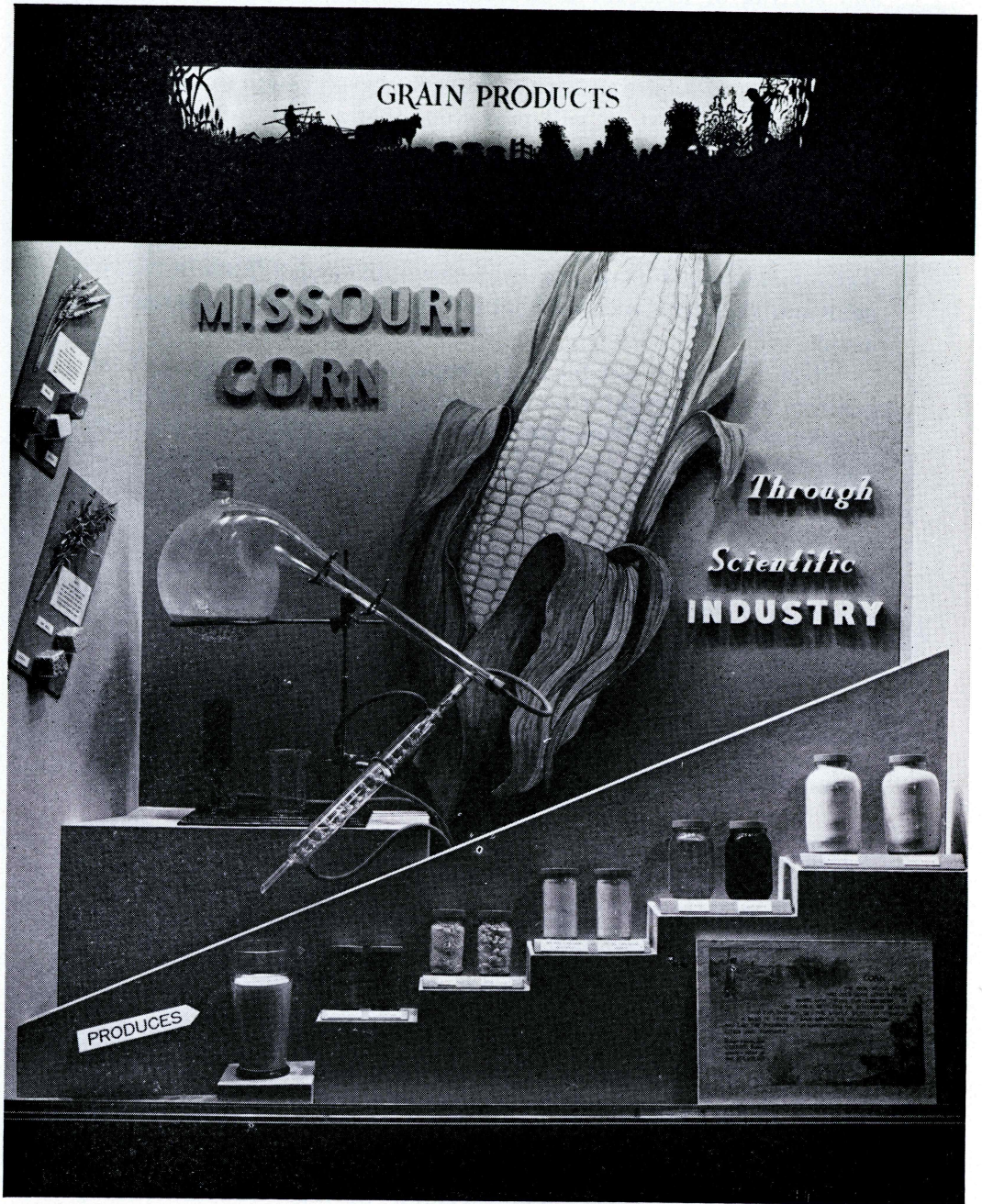
#### PERMANENT TYPE EXHIBITS

Exhibit	Date Installed
Beautiful and Unusual Formations (Geology).....	Sept., 1946
Vertebrate Paleontology.....	Dec., 1946
White River Archaeology.....	Jan., 1947
1860-1870 Glassware.....	Mar., 1947
Soybean Exhibit (Industrial).....	May, 1947
Meteorite Exhibit.....	Aug., 1947
Corn Products (Industrial).....	Jan., 1948
Sub-surface water (Caves).....	Feb., 1948
Resident Birds.....	June, 1948
Shoes in Missouri (Industrial).....	July, 1948

#### TEMPORARY EXHIBITS

Another phase of "creative" effort is found in those temporary exhibits, which from time to time help us keep the halls functioning. Some of these will remain on display for a short time, others will serve until a permanent type replacement is ready. The exhibits on Handicrafts, Archaeology, Gun Types are of the latter type. The Weldon Springs and Battleship Missouri relics and the School Art Exhibits were short-time units. In all, over twenty temporary exhibits have been presented in the halls.





Another New Exhibit in the Missouri Resources Museum  
Shows Industrial Utilization of Corn



### STATE FAIR DISPLAY

The museum was responsible for the 1947 State Fair Archaeological Display and many other co-operative efforts with clubs and organizations. Demands for services exceed the ability of the small staff to fill requests and at the same time cover museum projects. Two examples might be mentioned: ie. sustained follow-up effort with the Missouri University Archaeological Survey of White River and proper aid on Jefferson City Airport Model.

The planning program covering all phases of museum work will show in future reports as completed projects. Suffice it to say that projects now outlined will take several years to realize, even though current developments were ignored.

Routine operations affecting the properties within the museum continue to show progress toward solution of inherited problems of the past. Most important of these operations show the following results:

#### LOANS OF PREVIOUS YEARS RETURNED

Loans returned in 1946-1947.....	62 valued at	\$752.00
Loans returned in 1947-1948.....	1,097 valued at	1,668.50
Totals.....	1,159	\$2,420.50

Most of the material in this group was deemed of no value to the museum. However, many fine items continue to be recalled by the owners.

#### LOANS WHICH HAVE BECOME ACCESSIONS

Loans converted in 1946-1947.....	2,957 valued at	\$1,910.35
Loans converted in 1947-1948.....	52 valued at	1,012.00
Totals.....	3,009	\$2,922.35

Frequently, it has been necessary to accept complete collections with the understanding that some items would be disposed of later on. Many times the entire collection has had value to the museum.



## LOANS

The total number of loans in the museum has been reduced from 35,057 as of July 1, 1946, to the present total of 30,889 as of July 1, 1948. While this still represents a percentage that is far in excess of proper management, it has been impossible to devote more time to correcting the situation. They still represent a valuation of \$31,220.10.

## ACCESSIONS

The loans converted to accession properties total 3,009, and were augmented by 225 new properties by July 1, 1948. A final balance sheet for this period is represented in the following figures:

Total number of accessions.....	71,129
Total number of loans.....	30,889
Properties on hand in museum, July 1, 1948.....	102,018

It is interesting to note that the fine response of Missourians has made it possible to reduce the loan problem by 5,255 items and still maintain a total collection only 934 items less than two years ago. Recognition must also be given to the fact that the quality and functional values of material on hand has risen steadily.

These better materials, together with better display technology, may account for the increase in visitor attendance since the last report. Figures indicate that we had 105,840 more visitors per year as shown in the attendance report.

### MUSEUM VISITORS FROM JULY 1, 1946, TO JULY 1, 1948

Year	Registered State Visitors	Registered Out-state Visitors	Total Visitors Estimated
1945-1946 (previous report).....	22,053	4,524	220,530
1946-1947.....	26,604	6,213	266,040
1947-1948.....	32,647	8,630	326,470



## RESEARCH SECTION

The Research Section is composed of a section head, two research assistants and a secretary. During the past two years the research section has been working in close co-operation with the other sections of this division on various projects and studies. However, most of the time has been spent on topics relating to industrial development and a substantial amount of time has been devoted to working with the Water Section on economic studies of reservoir areas.

The major research projects completed during these two years would include some of the ones mentioned below. Over a year was spent in compiling, checking and proofreading the Manufacturers Directory of Missouri, A Buyers Guide, and this publication has been distributed to various business, research, and trade organizations in this country and abroad. The Manufacturers Directory has been arranged to give manufacturers and buyers a source of information on Missouri's manufacturing industries according to the products made, the location of the cities and counties in which the plants are located, and an alphabetical listing by company name.

Several months were required to collect the information presented in the Missouri Map Folder and this booklet proved valuable as an informative folder to send to grade, high school and college students, Missourians, and those from other states requesting information about Missouri.

Several sections of the Industrial booklet "Open the Door to Industrial Opportunity" were written by the Research Section, as well as assisting other staff members by furnishing them data, information and advice.

During the latter part of 1947 there was started a monthly report covering the list of publications received by the research section for the use and benefit of staff members.

In co-operation with the Water Section of this division, the research section compiled a large amount of economic and social data pertaining to the South Grand and Stockton area, with respect to the possible construction of reservoir dams at these points. Over two weeks was spent in the field in Clinton and Stockton collecting specific information. The narrative and statistical tables dealing with government and business in the report on "Local Effects of the Proposed South Grand and Stock-





A member of the secretarial staff adds another envelope to the outgoing mail.

ton Flood Control Reservoirs" were written by the research section.

A Steel Requirements Survey was conducted during the first part of 1948 to determine the consumption of steel and steel products in Missouri for the purpose of trying to secure more steel and steel products for Missouri manufacturers through the voluntary allocation program sponsored by the Department of Commerce.



A Marketing Study covering an area within 500 miles of Missouri's center was prepared for the industrial advertising campaign to be carried out by this division. Information was secured on such marketing items as agricultural resources, income, manufacturing, mineral production, population, sales and various miscellaneous topics.

An Industrial Survey was prepared for use by the industrial development section to enable it to acquire current and useful information on various industrial and economic factors.

In addition to the major reports mentioned above there have been numerous other studies made. Among the more important ones could be mentioned the Economic Study of Southeast Missouri, a Comparative Tax Study of Missouri and Oklahoma Taxes and Corporation Laws, Dairy Production in Missouri, Chemical Industries in Missouri, List of Large Department Stores in the Eastern and Southern states, and principal sources of employment in each county of Missouri.

A substantial amount of the statistical data found in "Leather Manufacturing in Missouri" was furnished by this section and this report and the one on "The Future Market for Ceramic Tile Products in the Missouri Area" were briefed for distribution to interested parties.

A series of maps covering the location of colleges and universities, average annual precipitation, average growing seasons, average January and July temperature, and electric transmission lines in Missouri were prepared through the co-operation of the research section.

During the period from July 1946 to June 1948, staff members of the research section attended conferences and meetings in order to learn what other states and private organizations were doing and thinking along similar lines in which we are engaged. The National Marketing Conference, sponsored by the United States Chamber of Commerce, was attended in Chicago and St. Louis, as was the American Marketing Association annual meeting in New York City. We also attended the Association of State Planning and Development Agencies Annual Meetings in Cincinnati and Nashville, and a conference on science, agriculture and industry conducted by the Kansas State Teachers College at Pittsburg Kansas. The research section was also represented at the annual meeting of the American Economic Association in Chicago as well as various state and local conferences and gatherings.





One of the Exhibits Shown at Sports and Travel Shows by Division



## PUBLICITY SECTION

Although the publicity section was established by the Commission before the period covered by this report, it was a scant three months old when this biennium started. During part of this two-year period the section has functioned with two writers, a research assistant giving his attention to the division's advertising activities, a staff artist, and two photographers, one of whom devoted most of his time to developing prints in the dark room.

A \$75,000 appropriation by the General Assembly was earmarked for each of the two fiscal years, 1946-47 and 1947-48. This fund was divided equally between industrial and recreational advertising. Some of the media used when the division's first advertising campaign was started in March 1946 were dropped as an analytical survey revealed they were not as productive as others. A complete cost per inquiry compilation was kept current so that the worth of the specific publication in yielding returns was evident. No favoritism of media was shown at any time. Media used in industrial advertising were:

### *Newspapers*

Baltimore Sun	Los Angeles Times
Boston Globe	Newark News
Boston Herald-Traveler	New York Herald and Tribune
Bridgeport (Conn.) Herald	New York Sun
Chicago Journal of Commerce	New York Times
Chicago News	Philadelphia Inquirer
Chicago Tribune	Pittsburgh Sun-Telegram
Cincinnati Enquirer	Wall Street Journal
Cleveland Plain Dealer	Washington (D. C.) Post
Detroit News	Washington (D. C.) Star
Flint Journal	Wilmington (Del.) Journal

### *Magazines*

Airports	Factory Management
American Aviation Directory	Flying
American Business	Food Industries
American Wool and Cotton Reporter	Forbes
Aviation	Fortune
Banking	Furniture Manufacturer
Business Week	Iron Age
Ceramic Industry	Leather and Shoes
Chemical Engineering	Manufacturers Record
Dun's Review	Mid-Continent Banker
Engineering News Record	Mill and Factory



Modern Industry  
 Nation's Business  
 National Furniture Review  
 Newsweek  
 Plastics

Practical Builder  
 Rotarian  
 Textile World  
 Time  
 United States News

Media used in advertising recreational advantages of Missouri to the prospective visitor were:

*Newspapers*

451 Missouri Newspapers  
 American Weekly  
 Chicago Journal of Commerce  
 Chicago Herald American  
 Chicago News  
 Chicago Sun  
 Chicago Tribune  
 Christian Science Monitor  
 Cincinnati Enquirer  
 Cleveland Plain Dealer  
 Columbus Dispatch  
 Dallas News  
 Dallas Times Herald  
 Dayton News  
 Des Moines Register and Tribune  
 Detroit Free Press  
 Detroit News

Indianapolis Star  
 Memphis Commercial Appeal  
 Milwaukee Journal  
 Minneapolis Star  
 New York Journal and American  
 New York Times  
 Oklahoma City Oklahoma & Times  
 Omaha World Herald  
 Peoria Journal Star  
 Springfield (Ill.) Journal  
 Topeka Capitol  
 Tulsa World  
 Washington (D. C.) Post  
 Washington (D. C.) Star  
 Washington (D. C.) Times-Herald  
 Wichita Beacon  
 Wichita Eagle

*Magazines*

American  
 Collier's  
 Field and Stream  
 Fur, Fish and Game  
 Grade Teacher  
 Highway Traveler  
 Holiday  
 Hunting and Fishing  
 Instructor  
 Let's Go  
 National Geographic  
 National Travel Guide

Outdoor Life  
 Outdoorman  
 Progressive Teacher  
 Rod and Gun  
 Saturday Evening Post  
 Scholastic Teacher  
 Sports Afield  
 Travel America  
 Traveltime  
 Travel Trade  
 U. S. Camera

*Radio Stations*

KDRO, Sedalia  
 KFEQ, St. Joseph  
 KFRU, Columbia  
 KFVS, Cape Girardeau  
 KHMO, Hannibal  
 KMBC, Kansas City

KWOC, Poplar Bluff  
 KWOS, Jefferson City  
 KWTO, Springfield  
 KXOK, St. Louis  
 WMBH, Joplin  
 WMAQ, Chicago



In an effort to interest outside capital in investing in the resort business in Missouri, the following magazines and newspapers were used:

Bankers Monthly	New York Times
Chicago Journal of Commerce	Oklahoma City Oklahoman & Times
Chicago Tribune	St. Louis Post-Dispatch
Dallas News	Tavern Talk
Des Moines Register and Tribune	Tourist Court Journal
Hotel Management	Tulsa World
Hotel Monthly	Wall Street Journal
Kansas City Star	

### **Response to Advertising**

Rising prices of labor, paper, and other materials increased the cost of advertising materially. However, selection of media through elimination of those with highest cost per inquiry and added attention to presentation enabled the division to produce a continuing increase of letters and cards in response to advertising.

	1946-47	1947-48
Industrial.....	182	305
Recreation.....	35,456	49,139
Resort Promotion.....		269
Totals.....	35,638	49,713

These responses to advertising represented a cross-section of America and most of the civilized world as well. Every state in the Union and all provinces of Canada were included in the letters requesting Missouri information, as well as a total of 75 foreign areas.

Missourians themselves furnished the single largest segment answering ads, 25.5 per cent coming from within the state. Missouri was followed by Illinois, Iowa, Kansas, Indiana, Ohio, Wisconsin, Minnesota, Michigan, Oklahoma, Texas and Nebraska.

### **Missouri Publicity**

The field of publicity encompasses pictures and stories about Missouri in newspapers and magazines, exhibits at travel and sports shows and exhibits placed at fairs, festivals and meetings. In addition the preparation of magazines published by the Division is the responsibility of the publicity section.





Over 100 Out-of-State Daily Newspapers Carried Missouri Stories



Over 100 newspapers outside Missouri carried stories about Missouri as well as the following magazines:

A. S. T. A. News	Missouri College Farmer
Black Hen	Missouri Engineer
Buick Magazine	Missouri Wildlife
Circle Arrow Retailer	Motor Court Age
Co-Operator	NATO News
County Officer	New Columbia
Country Gentleman	Outdoor Life
Eljer News	Outdoorsman
Factory	Pen
Farm Equipment Retailing	Playtime
Field and Stream	Printers Ink
Flying	Rawlings Roundup
Forbes	Red Triangle
Ford Times	Resort Management
Fur-Fish-Game	Safeway News
Glamour	Saturday Night
Grade Teacher	School and Community
Grapette Grapevine	Skyways
Highway Traveler	Small Boats
Holiday	Sports Afield
Hunting and Fishing	State Government
Instructor	Successful Farming
Kansas Citian	Think
Look	Trailways
Manufacturers Record	Travel Items
Maytag News	Travelways
Memorial Builder	U. S. Camera
Mex-R-Co Newsette	U. I. News

### **Publications**

During the biennium, the Mark Twain Region of Missouri and the Big Springs Country of Missouri booklets were published. In addition, all photographs were taken and contracts let for two more recreation booklets, the Pony Express Territory of Missouri and Meramec Valley of Missouri. Forty thousand of each of these booklets are on order.

A general mailing piece, *Variety Vacations—Missouri*, was published and met with an unprecedented reception. The initial order, for 75,000, was exhausted within three months and a reprint of 50,000 ordered and received.

*Floating and Fishing*, an inexpensive brochure devoted to the piscatorial art, including pictures and fishing data, was published through the co-operation of the Conservation Commission, which furnished the names and addresses of licensed float operators.





Magazines Gave Valuable Space to Missouri



The first of sectional pieces on areas not publishing booklets and on which the Division had not published a booklet, was issued: The Pony Express Territory. Other sectional booklets on the Daniel Boone Region, the Old Trails Area, the Northern Riverbreaks, the Delta and the Land of the Osage have been prepared and are in the hands of the printer.

### **Distribution of Booklets**

During the two-year period booklets and pamphlets were distributed as follows:

Mark Twain Region.....	30,700	Open the Door to Industrial	
Big Springs Country.....	12,820	Opportunity.....	9,500
Variety Vacations.....	95,250	Skyways.....	2,100
Floating and Fishing.....	5,000	Corn.....	2,500
White River Country.....	12,000	Milk.....	5,020
Lake of the Ozarks Country....	31,340	Poultry.....	5,120
Pictorial Map Folder.....	105,400	Model Airpark.....	2,100
Pony Express Pamphlet.....	2,500	Soybeans.....	1,500
Airport Directory.....	5,000	Aeronautical Chart.....	6,900
Buyer's Guide.....	12,000		
		Total single copies.....	354,590

In addition to the above, the Division mailed out several thousands of State Highway Department maps, Missouri State Park Board folders, Conservation Commission Hunting and Fishing Codes, and area publications issued by organizations such as the Ozark Playgrounds Association, the White River Boosters' League, the Lake of the Ozarks Association, the Central Ozarks Association, etc.

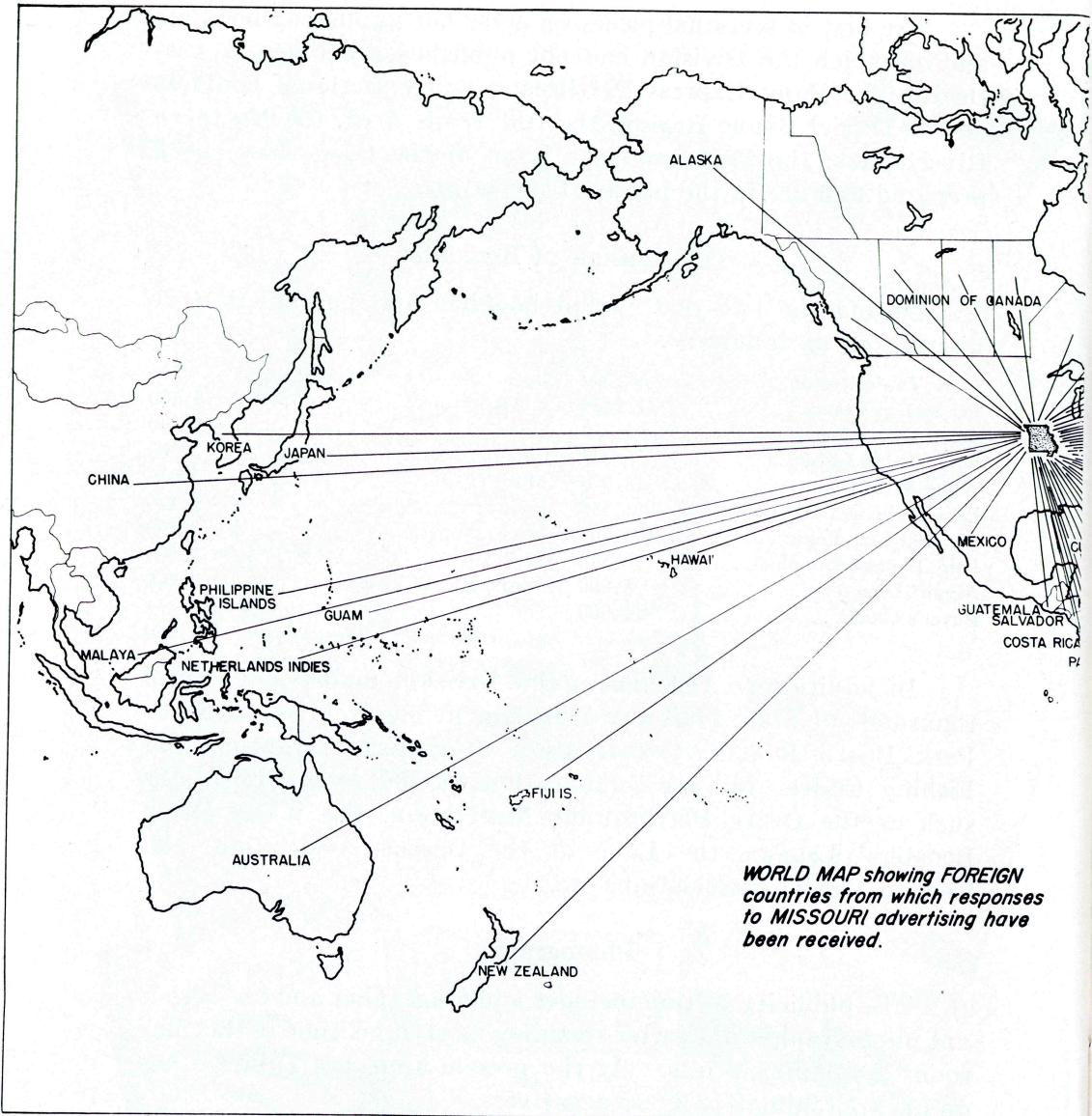
### **Photography**

The publicity section includes a photographer and one assistant photographer, the latter spending most of his time in the dark room developing prints. At the present time the Division has on file approximately 3,500 negatives.

A new filing system was inaugurated in 1948 whereby each negative has a corresponding black and white print in a visual file with a similar code designation.

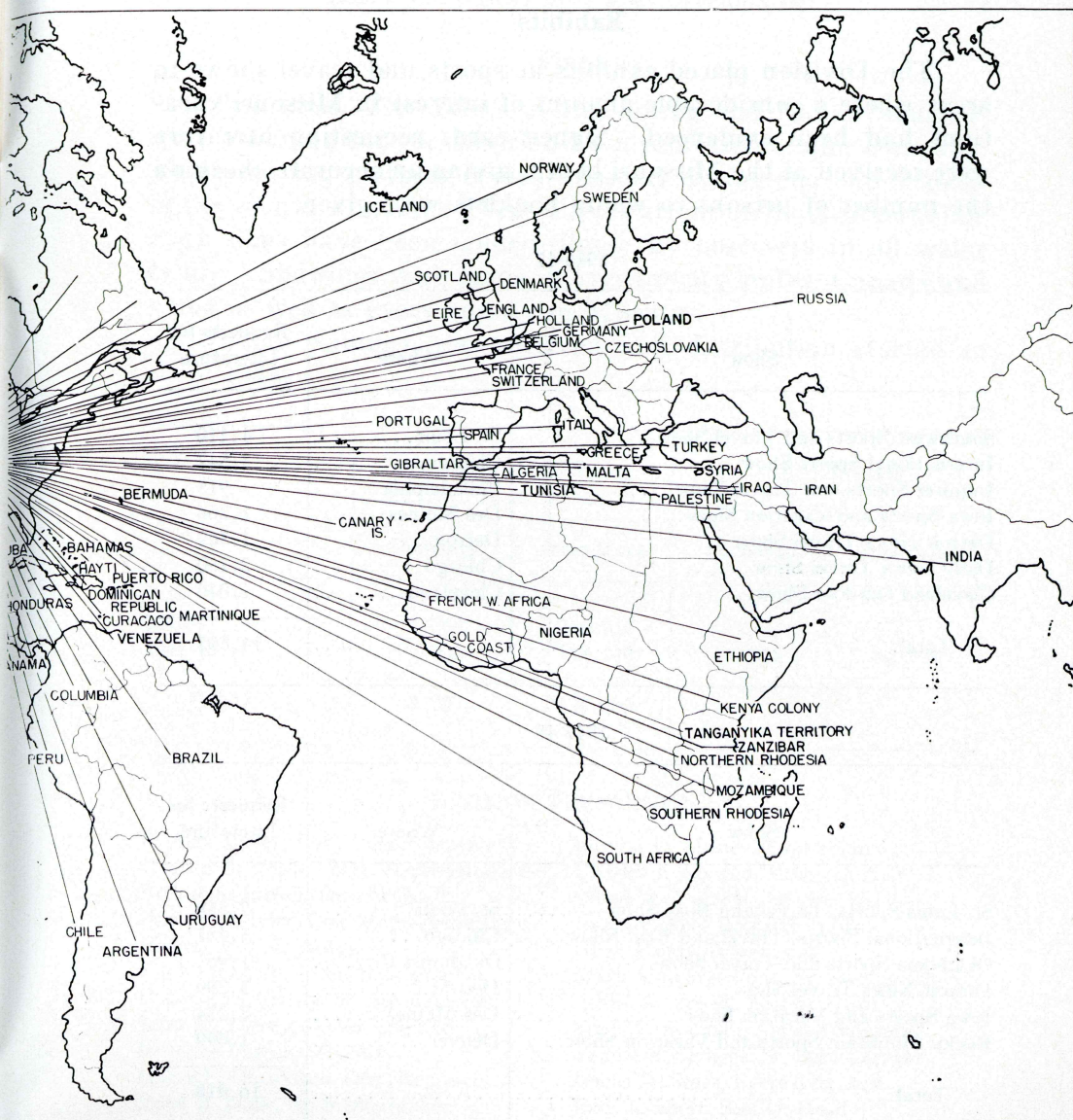
Both black and white photographs and color pictures are taken by the photographers for use in the recreation booklets and other publications issued by the Division. Deserved recognition of the excellence of the photography was tendered during 1947 and 1948 in several ways. A special article featuring Gerald Massie and his work appeared in U. S. Camera magazine and





similar articles were carried in the Kansas City Star and the Jefferson City News-Tribune. Two of Massie's pictures were selected among the 100 best pictures of 1947 by the committee representing the University of Missouri School of Journalism and Encyclopedia Britannica. The U. S. Department of State made further selection of the 100 pictures and chose 21 photographs for its overseas exhibit, including one photo by Massie.





Black and white glossy 8 x 10 prints are available to newspapers, magazines and other media without charge. Photographs on specific areas are made for area organizations and chambers of commerce for use in booklets and pamphlets to be used as general distribution pieces for the areas concerned. Literally thousands of prints were made during the biennium for use by other organizations.



## Exhibits

The Division placed exhibits at sports and travel shows in areas where a considerable amount of interest in Missouri vacations had been evidenced. Signed cards requesting literature were received at the Missouri booth, giving an accurate check on the number of persons to whom booklets were given.

1946-47

Show	Where	Requests for Literature
Southwest Sports and Travel Show.....	St. Louis.....	4,110
International Sports Show.....	Chicago.....	3,547
Inquirer Sports and Travel Show.....	Philadelphia.....	915
Iowa Sports and Vacation Show.....	Des Moines.....	1,266
Detroit News Travel Show.....	Detroit.....	1,569
Daily News Travel Show.....	Chicago.....	2,150
Cleveland Outdoor Show.....	Cleveland.....	1,040
Total.....		14,597

1947-48

Show	Where	Requests for Literature
St. Louis Sports, Travel and Boat Show.....	St. Louis.....	2,858
International Sports, Travel and Boat Show.....	Chicago.....	5,437
Oklahoma Sports and Travel Show.....	Oklahoma City....	1,961
Detroit News Travel Show.....	Detroit.....	3,289
Iowa Sports and Vacation Show.....	Des Moines.....	2,274
Rocky Mountain Sports and Vacation Show.....	Denver.....	1,099
Total.....		16,918

Aside from the shows listed above, the Division placed exhibits at the Missouri State Fair, Sedalia, the Ozark Empire Fair, Springfield, and at 47 other fairs in the state during the two years. Exhibits also were shown at two U. S. Junior Chamber of Commerce annual conventions. (Long Beach, Calif., and Philadelphia), at the annual conventions of the Missouri Recreation Association, the Conservation Federation of Missouri, the state Real Estate Board, and many other smaller meetings.



# Films

Two films, *The Year's at the Spring* and *Indian Summer*, were produced for the Division by a professional film company. These moving pictures depict Missouri during the two seasons of the year to which the Division calls attention in its advertising. Both films have been lauded highly by observers in all walks of life. Showings were made in over twenty states, Canada and Cuba as well as every county in Missouri.

*Indian Summer* was received and distribution started in early 1948.

	The Year's at the Spring		Indian Summer	
	Showings	Attendance	Showings	Attendance
1946-47.....	1,268	266,856	774	87,334
1947-48.....	939	118,140		
Totals.....	2,207	385,005		

## DIVISION PERSONNEL

O. Alan Bailey, Dist. Representative  
 Charles E. Brisley, Dist. Representative  
 Arthur E. Brown, Section Head  
 Donald D. Burr, Dist. Representative  
 Roscoe Burton, Janitor  
 Phyllis Christy, Inter. Stenographer  
 Eugenia H. Clardy, Sr. Stenographer  
 John M. Dewey, Water Engineer  
 Florence Distler, Secretary  
 Harry L. Donaldson, Dist. Representative  
 Ruth B. Dulle, Sr. Stenographer  
 Alma Duncan, Sr. Stenographer  
 James F. Gamble, Section Head  
 Marvin I. Gold, Draftsman  
 Leonard F. Haslag, Asst. Preparator  
 Harold J. Herigon, Mail Clerk-Mult. Opr.  
 James D. Idol, Mgr. Eastern Office  
 Lisle Jeffrey, Administrative Asst.  
 Donald M. Johnson, Section Head  
 Lee Lamar, Airport Engineer  
 Gerald R. Massie, Photographer  
 H. H. Mobley, Director  
 Prentiss Mooney, Asst. to Director

Forrest C. Mosley, Draftsman  
 Charles J. Noonan, Research Asst.  
 Clyde W. Pace, Jr., Section Head  
 Isabel Picken, Research Asst.  
 Hugh Points, Advertising  
 Mary Margaret Pope, Sr. Stenographer  
 Ashby R. Powell, Section Head  
 Fred W. Rodman, Artist-Draftsman  
 Bonnie B. Scruggs, Sr. Stenographer  
 James D. Sears, Recreation Asst.  
 John A. Short, Section Head  
 Kenneth V. Sibert, Sr., Water Engineer  
 Gordon H. Smith, Dist. Representative  
 Eleanor Stuckey, Research Asst.  
 Ruby Tensley, Janitress  
 Harold L. Thomas, Draftsman  
 Sue Thompson, Secretary  
 Walter R. Walker, Asst. Photographer  
 Harold D. Weatherby, Aviation Engineer  
 Juanita Weber, Sr. Stenographer  
 Elvester Williams, Janitor  
 Geraldine Winkelmann, Sr. Stenographer  
 H. K. Wood, Publicity Asst.



TABLE I

Financial statement of receipts, disbursements, and balances for the Division of Resources and Development for the fiscal year ending June 30, 1947

Fund	Appropriation	Fees and Earnings	Receipts by Transfer	Expenditures to June 30, 1947	Balance Expired Dec. 31, 1947
Personal Service.....	\$150,000.00			\$149,949.29	\$50.71
Additions, Repairs and Replacements.....	12,500.00			12,485.08	14.92
Operations.....	120,000.00			119,998.62	1.38
Advertising.....	75,000.00			74,900.00	100.00
Totals.....	\$357,500.00			\$357,332.99	\$167.01

TABLE II

Financial statement of receipts, disbursements, and balances for the Division of Resources and Development for the fiscal year ending June 30, 1948

Fund	Appropriation	Fees and Earnings	Receipts by Transfer	Expenditures to June 30, 1948	Balance Expired Dec. 31, 1948
Personal Service.....	\$150,000.00			\$146,359.70	\$3,640.30
Addition, Repairs and Replacements.....	7,500.00			7,500.00	
Operations.....	125,000.00			119,150.13*	5,849.87*
Advertising.....	75,000.00			74,990.00	10.00
Purchase of Paper.....	12,500.00			12,500.00	
Totals.....	\$370,000.00			\$360,499.83*	\$9,500.17*

\*These figures subject to change due to expected overruns on printing.







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MID-STATE PRINTING CO., JEFFERSON CITY, MO.

